

November 1995

How an Approval Plan Saved the Life of a Child

Gretchen Peterson
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Against the Grain

"Linking Publishers, Vendors and Librarians"

ISSN: 1043-2094

Networks and Electronic Publishing: A View

by Steven Ellis (Penn State) <sre@psulias.psu.edu>

Often characterized as another Wild West, much of the hype associated with the Internet tends to border on a new Manifest Destiny. In the context of academic publishing in the humanities, it often seems as well — to listen to much of the rhetoric at conferences, that all text is tending toward electronic text. However much the stuff of hype, the metaphor of the West does illustrate some features of electronic scholarly activity in the humanities. Certainly the limits of enterprise (and perhaps sometimes of the copyright law) have been and will continue to be tried. It is the purpose of this paper to explore scholarly publishing, particularly of what are commonly called primary sources, in



the context of this unfolding electronic frontier.

Libraries, in fact, are only just beginning to respond to the issues of electronic publishing. Approaches can take several forms. Often digi-

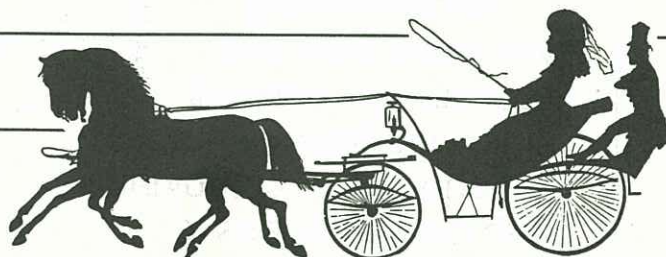
tal library initiatives include provisions for the distribution of primary sources in the humanities, in addition to electronic serial distribution, and standards such as Z39.50 that allow for the exchange of electronic information between institutions.¹ New areas within libraries have been created to provide access to electronic texts — the products of electronic publishing, both by purchasing them, and by assisting in their retrieval when they are in the public domain. These new areas are often called electronic text centers.² As the electronic text librarian at Penn State, I am involved in setting up such a center. Many of the issues discussed

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If Rumors Were Horses

Just learned from John Secor and Colin Harrison that their two companies — Yankee Book Peddler, Inc. (YBP) located in Contoocook, NH, USA, and W.H. Everett and Son Ltd. (Everetts) located in London — have announced the formation of a strategic alliance to supply English language scholarly materials and collection management services to academic and research markets worldwide. The two companies will remain independent but will cooperate to share bibliographic information, approval plan expertise, technical knowledge and marketing resources. The strategic alliance will begin as a joint marketing agreement that will permit each company to sell the other's services to customers in geographic regions where each can meet individual libraries' specific needs. As the relationship matures, YBP and Everetts will cooperate further, eventually aiming to provide to their customers seamless and fully-integrated services spanning every English language book in print, encompassing firm order monographs, continuations, approval plans, blanket orders, technical services and shelf-ready materials. The two companies will soon be seeking libraries interested in working with them to refine the new services. Joint product and service development is expected to begin right away and to continue over the next several years.

Some late breaking news. Academic Book Center, in Portland, Oregon, has become the first book vendor to participate in a new OCLC program that will accelerate upgrading of Cataloging in Publication



(CIP) from the Library of Congress (LC) in the OCLC Online Union Catalog (OLUC). Through an agreement with Academic Book Center, professional catalogers from the OCLC TECHPRO service will be stationed at Academic Book Center, where they will upgrade CIP records in the OLUC to full-MARC records as newly published materials arrive. TECHPRO catalogers at Academic Book Center expect to process approximately 3,000 OLUC/CIP records a month.

At the end of September, Cardinal G. Emmett Carter, former Roman Catholic Bishop of London, officially opened the new state-of-

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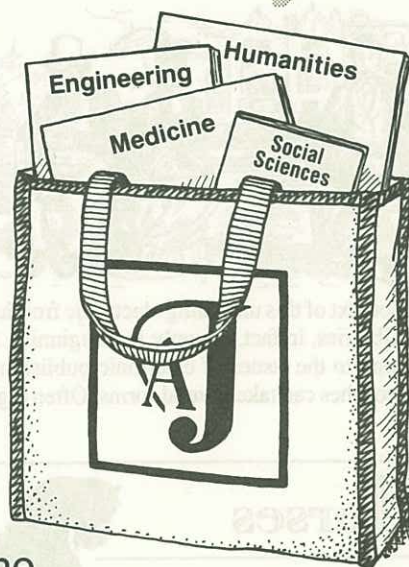
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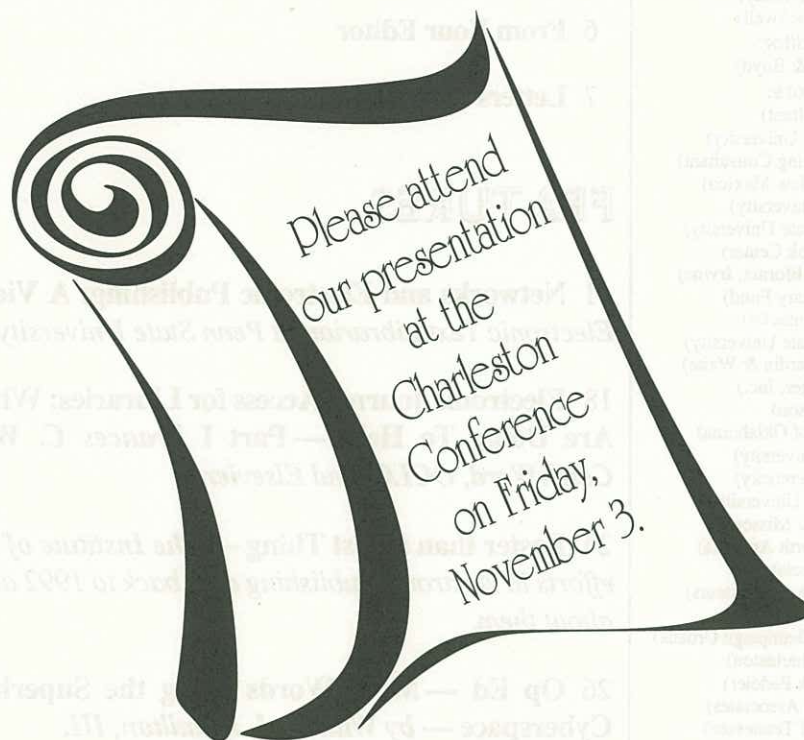
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Against the Grain

Against the Grain is your key to the latest news about libraries, publishers, book jobbers, and subscription agents. ATG is a unique collection of reports on the issues, literature, and people that impact the world of books and journals.

"Any librarian trying to keep up with publishing can't afford to miss this. Highly recommended."

Library Journal

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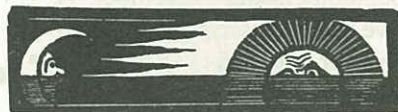
From your (humble) editor

Look, y'all, the only reason that *Against the Grain* works as a publication and that the Charleston Conference works as a Conference is because of all of YOU, YOU, YOU out there! *Against the Grain* is a fabulously, wonderfully, greatly dynamic publication. I look forward to working on each issue. I always learn so very, very, very much and what's fun about it is that we are all learning together, teaching each other, getting to know each other.

This issue has so much in it it's hard to remember it all! We have some great interviews with Nat Bodian and Jim Stephens. We have some great articles on electronic information delivery by Steven Ellis and John Long. Thanks to Barbara Dean's hard work, profiles from Heather Miller, Judy Webster, and Sandy Paul. We have a wonderful op ed from William Hamilton. Plus a publisher profile from Arlene Eis, a woman who started her own publishing company. A look at ALA, MLA and SLA exhibits from the energetic, grits-loving Judy Luther. Celia Wagner's wonderful annual title trends survey. And I've just scratched the surface.

This is the last issue of 1995. Have some great holidays til we meet again in 1996. Oh, yes, in the meantime, in between time, and see you at the Charleston Conference! And renew your subscription!

•• Yr. Ed. 



Against the Grain — Deadlines — 1996 — Volume 8

Event	Issue	Insertion Order	Camera-Ready Copy
Midwinter	February	11/17/95	12/8/95
MLA, SLA	April	2/9/96	2/23/96
ALA	June	4/26/96	5/10/96
LAMA/LITA	September	7/12/96	7/26/96
Charleston	November	9/13/96	9/27/96

Rumors

from page 1

the-art King's College library (London, Ontario, Canada) named in his honor. As part of the opening ceremony, King's chief librarian — Dr. John S. Clouston — whom we all know and love — received the keys to the building. The \$4.8 million O. Emmett Cardinal Carter Library is 33,800 square feet of concrete, glass and steel which has optimum seating capacity of 330 students and will accommodate up to 150,000 books and 30,000 periodicals and other documents. Patrons will have access to CD-ROM products and remote databases. Eventually, they will be able to dial into the library's catalog from a workstation located in their office or residence room. John, who usually attends the Chas. Conferences and is a former speaker, is having a fabulous time though he sends word that he will not be able to make the CC. Don't spend all your time in one place, John! and Congratulations!

Sherry Thompson has been promoted to Managing Director of Library Services at Majors Scientific Books, Inc.! Congratulations, Sherry! We are thrilled! In her new position, Sherry will be responsible for long-range planning and the development of new services and markets for Majors Scientific Books.

Speaking of which, Majors has announced an early October release of *Majors.doc* (*Majors Database on CD-ROM: A Selective Catalog*). As a Microsoft Windows-based CD-ROM, *majors.doc* will provide access to health science, technical, and business books and multimedia information from more than 300 publishers in one user-friendly database. Over 40,000 individual listings, including bibliographic information and table of contents, are incorporated in the CD which will be updated monthly. Subscriptions are \$120 for a one-year subscription. For further information, contact Sherry at <sthompson@mail.majors.com>

And speaking of home pages — have you seen *Against the Grain* on YAHOO! All you need to do is go to Yahoo (<<http://www.yahoo.com>>) and then enter a keyword search for *Against the Grain*. We are so excited! If you don't use Yahoo, the ATG home page address (slightly changed but easier) — <<http://www.spidergraphics.com/atg/>>. Visit it and talk to us!

Karl Debus <kdebus@tribeca.ios.com> once of the National Agricultural Library is now the Head of Technical Services at the Executive Office of the President Library in Washington, DC. The EOP Library serves the White House staff and all of the offices

and councils that report directly to the President such as the OMB and US Trade Representative's office. Congratulations, Karl!

Congratulations are in order also for Sheila Delacroix who is now Director of the University of Tennessee at Chattanooga's Lupton Library.

You weren't the only puzzled person. Anne Page Mosby <libapm@langate-gsu.edu> was too. She was curious about signing up for the pre-conferences for the Chas. Conf. I hope she did. Did you?

The good news is that Barbara and the dean to all us acquisitions types Christian Boissonnas are planning to be in Charleston between October 13th and 18th. Christian has agreed to do a major article for *Library Acquisitions: Practice & Theory* on the Charleston Conference to be published as part of LAPT's 25th anniversary so he wants to plunder through the College's archives. But — the bad news is that Christian will NOT be in Charleston for the Conference (how long has it been, Christian?). His excuse is that his second grandson is going to be born then and he wants to be in New Jersey when it happens. I guess that works as an excuse, Christian. Just this once.

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Letters to the Editor



Send letters to strauchk@cofc.edu, phone or fax 803-723-3536, or snail mail:

Against the Grain, 171 Moultrie Street, Citadel Station, Charleston, SC 29409. You can also send a letter to the editor from the **ATG Homepage** at <http://www.spidergraphics.com/atg/> So now you don't have any excuses to put it off!

Dear Editor:

As the person in charge of acquisitions at the Ontario Legislative Library in Toronto, I've developed a high regard for **Against the Grain** over the 4 years that I've been reading it. When pressed for time, I might give other professional journals short shrift, skimming or just browsing the table of contents, but I always read **ATG** from cover to cover because it never fails to contain something I need to know right away.

This fall, I'll be teaching a night school course in order work to library technician students at a local Toronto community college. I consider it essential that they be exposed to **ATG**, and will be recommending that the college library subscribe. But there are also several columns from back issues that I'd like to distribute, either to small groups working on specific topics for an assignment, or to the whole class. Your permission to photocopy, and a schedule of any fees required, would be most appreciated.

Deirdre Grimes

(Assistant Director, Technical Services and Systems, Ontario Legislative Library)
<grimesd@gov.on.ca>

NB: **ATG** welcomes such requests! We are available through CARL and we are planning to sign a contract with the Copy-

right Clearance Center in the coming weeks.
— KS

Dear Editor:

I thought your last edition of your publication [**ATG**, v.7#4, September] was excellent. I really appreciate reading it.

Best wishes,

William Hamilton

(Attorney, Charleston, SC)
<WHamilton3@aol.com>

Greetings, Katina! Would "Name withheld by request" be interested in working with me on one or more **Marketing to Libraries** columns? (see p.7 of the [June] issue, as if you didn't know!)

Life here is, as ever, interesting. Did I really let Maria get away with saying "ISBN number"? Gawd, how awful! That usually sends me right over the edge. Must have been first-time nerves ...

Keep cool.

Vikki Medaglia

(Bates College)
<vmedagli@abacus.bates.edu>

NB: That anonymous letter that we ran in the June issue of **ATG** (p.7, v.7#3) sure has brought in the letters not to mention a

paper at the upcoming Charleston Conference! The fact that we ran an anonymous letter is something on which some of us will have to agree to disagree. I think it was somebody famous who said: "I disagree with what you said, but I will defend to the death your right to say it." — KS

Dear Editor:

Comments to **Against the Grain**. It is a wonderful publication and I am learning a lot everytime I read it.

Sincerely,

Jennifer Boettcher

(Business Reference Librarian, West Campus Library, Texas A&M University)
<jboettcher@tamu.edu>

Dear Editor:

Cool homepage on the WWW!

It always takes me hours to read **ATG** when it arrives since it's so chockfull of interesting items. Now I have to make time for goodies on the **ATG** homepage ... too much fun! Looks great from this side!

Hope to see you in Charleston!

Suzanne Kiker

(Acquisitions/Resource Services, University of Florida Libraries)
<shazaam@nervm.nerdc.ufl.edu>

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Rumors from page 6

And speaking of acquisitions deans (borrowing the phrase from **Peter Stevens** of U. of Washington), I miss him and he hasn't been gone that long. It's **Joe Barker** (U. of Calif., Berkeley) who recently left acquisitions for teaching. As the 15th Charleston Conference approaches, I can't help but recall all of his insightful papers and his smiling presence. We will continue to miss you, Joe, but please keep in touch.

Recently spoke with the indefatigable **Twyla Racz** (E. Michigan University) <Lib_racz@emuvax.emich.edu> who keeps on writing abstracts for **Bet You Missed It** (see this issue, page 65). Twyla was heading off for a miniature books conference which sounded like fun.

Addison-Wesley's pilot program to sell books directly to students has stirred unusual controversy among booksellers and publishers. In a statement released by the **AAP** (Association for American Publishers) the AAP states that the Executive Council of AAP's Higher Education Division, representing American textbook publishers, recognizes both the importance of college stores as the major retail outlet for students, and the right of any publisher to reach the ultimate customer in any manner it chooses. For further information contact **Patricia Peron** at 202-2332-3335, ext. 236.

Met with and did a GREAT interview with the awesome **Arthur Brody**, the founder of **Brodart** in New York recently. Look for our upcoming interview in **ATG**? Have you renewed your subscription yet?

***Bowker*Reed Reference Electronic Publishing** has formed an alliance with **OCLC** (Online Computer Library Center) allowing library staff and patrons to electronically access the **Books in Print** database using **OCLC's First Search** and **EPIC** systems. Access through **EPIC** will allow for pay-as-you-go searching. Access through **FirstSearch**, a menu-driven system for end-user searching, will allow for subscription pricing or for per-search pricing. **BIP** is also available on **OCLC's PromptSelect** for integration with materials selection and ordering. And, by the way, for a detailed review of **Books in Print PLUS** (the CD-ROM product), read **Ken Kister's** excellent review (this issue, page 46). I sure learned things I didn't know about this staple in our library environment!

Heard on the Internet from the vivacious **Rosanna O'Neil** (Director of Marketing, **University Park Media**) <Oneilrmc@aol.com>. Rosanna was trying to leave a message on my answering machine (sorry for the FAX line sometimes, y'all!). She wanted to renew her sub to **ATG**. How about you? Have you done that too? (what a rhyme).

Recently took a whirlwind tour to NYC to see the play **Sunset Boulevard** (wow!

wow! wow!) with **Anne Jennings** (Sinkler & Boyd). Was hoping to meet up with **Keneth Soehner** (Acquisitions Librarian/Bibliographer at **The Metropolitan Museum of Art's Watson Library** <metart3@metgate.metro.org> but guess the meeting will have to wait til the **Charleston Conference**!

This came courtesy of the Law Library listserv — **Gray Cary Ware & Freidenrich**, a 260-attorney general practice law firm in San Diego and Palo Alto, CA, announce a home page with a special emphasis on legal issues of the Internet, written for both lawyers and non-lawyers. Additionally, the page site has articles on recent legal matters, background information on all the practice areas encompassed by the firm, forms to order literature, and hypertext links to clients and other legal sources. **Gray Cary Ware & Freidenrich's** home page can be accessed at <<http://www.gcwf.com>>. For further information, contact **Mary Gallagher** at 415/833-2258 or <mgallagher@GCWF.com>.

This off of cni-copyright listserv — A URL leading to *basic* discussions of copyright in works of visual art and in software. (Patents and trademarks also): <<http://www.fplc.edu/tfield/order.htm>>. This is from **Tom Field** of the **Franklin Piece Law Center** <tfield@fplc.edu>.

Birdie MacLennan (SERIALST Listowner/Moderator) (U. of Vermont) <bmacleann@uvmvm.uvm.edu> or <bmacleann@moose.uvm.edu> announces the availability of a new Web page for **SERIALST** at <<http://www.uvm.edu>>.

Beau David Case (Indiana U.) <bcase@hamlet.u.cs.indiana.edu> (did you read his op ed in the **September** issue of **ATG**?) has accepted a job on the faculty at **Ohio State University**.

Understand that it's not too much longer now 'til **Barbara Hoffert's** (**Library Journal**) due date! What an exciting time of life!

Angela D'Agostino <adagosinto@REEDREF.COM> invites us to browse **Reed Reference's** new WWW site <<http://www.reedref.com>>.

Recently also met the charming **James G. Spady**, a mover and shaker with the **Black History Museum** (P.O. Box 15057, Philadelphia, PA 19130). We hope that representatives will be at the upcoming **Charleston Conference** and, meantime, check out some of **James's** books!

Craig Flansburg is now Account Executive in the Southeast (from North Carolina to Texas) for **SilverPlatter**. Congratulations, **Craig**! You know, not only is **Craig** a pretty bam-zowie person, his wife **Ronnie**,

a librarian herself, is the greatest.

Well, I always knew that **Bill Hannay** (Schiff Hardin & Waite) was into the money. Recently saw his picture (and an article too, no less, called "Back in the Ex-U.S.S.R.") in the **Chicago Tribune Magazine**, **Bill** has been in Russia on a "World Bank-funded legal assistance program to counsel Russians on their developing free market systems." So that's why he's been out of touch with us? Hey, **Bill**, can you spare some time? Or should I say a dime?

The Illinois Library Computer Systems Organization (ILCSO) recently selected **DRA** (Data Research Associates) to provide all of its members with the next generation of automation and networking services. **ILCSO** will use **DRA's** system and services to upgrade automation at the 45 participating libraries, and to improve and enhance the resource sharing and union catalog aspects of **ILLINET Online**. **ILCSO's** member institutions comprise all state-supported universities; five publicly supported community colleges; 25 private colleges and universities; a state-supported high school specializing in math and science; and the **Illinois State Library**. For more information, contact **Joe Bonwich** at 800-325-0888.

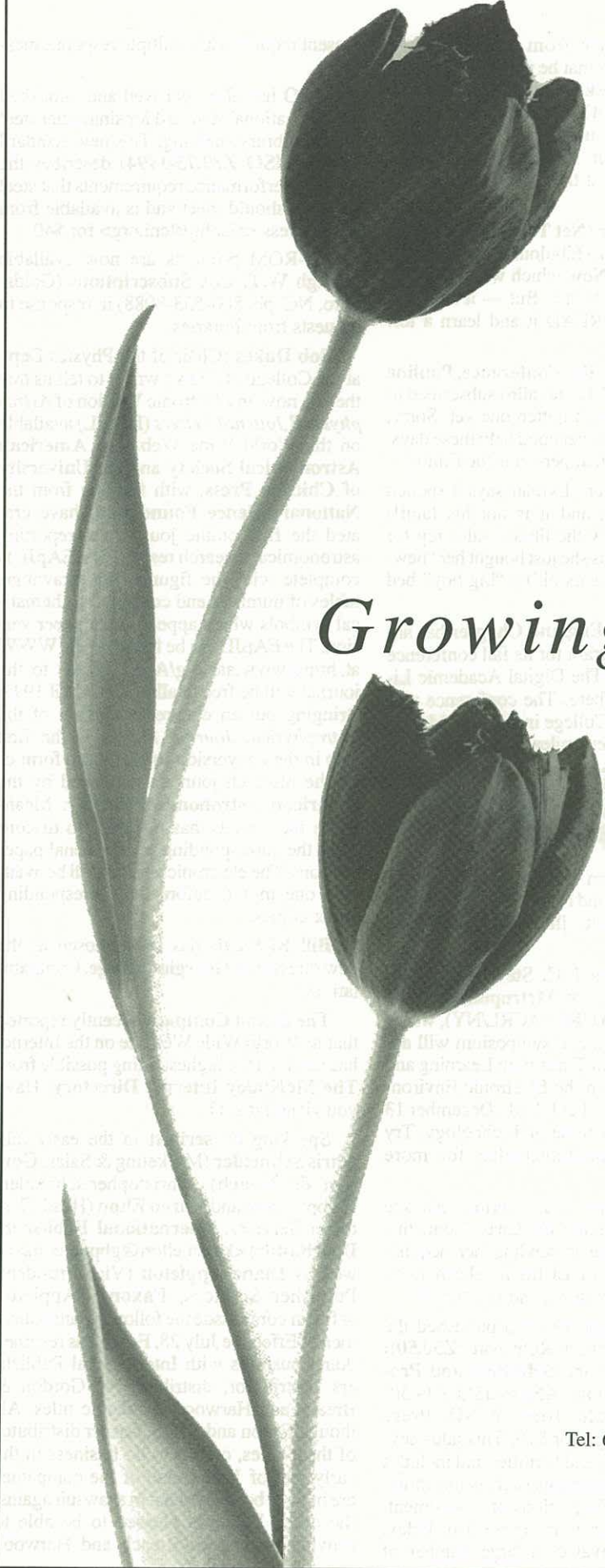
The New York Academy of Medicine Library has established the **HIV/AIDS Information Outreach Project** to provide the most current health information to community-based organizations working with people affected by **HIV/AIDS**. The project provides participating community-based organizations and their clients with the following free services: expert research services; rapid delivery of published literature including technical reports, journal articles, and other publications; one-to-one training in the use of Internet information resources; and access to the online databases of the **National Library of Medicine**. For more information, contact 212-876-8200, ext 318 or <hivinfo@nyam.org>.

Readmore, Inc., announces the creation of **BackMed**, a new Internet list devoted exclusively to the informal exchange of back issues of medical and health sciences serials and books among libraries. The archives of **BackMed**, as well as **Backserv** (for non-medical materials) are publicly available on the **Readmore** webserver and gopher and are fully searchable using built-in **WAIS** indexing at <<http://www.readmore.com>>.

The highly competent **Amira Aaron** <aaron@READMORE.COM> sent news on **Serials of SISAC's** (the **Serials Industry Systems Advisory Committee**) announcement of the availability of the **SISAC X12 Implementation Guidelines** published June 1995. This implementation guide was developed by **SISAC** to serve as the guideline manual for **EDI** for the serials industry. It includes the **SISAC/ICEDIS** industry con-

continued on page 10





94 years young and still growing, we are now located in 14 countries as far as England, Holland, South America, Australia and Japan, where 600 staff look after the needs of our library customers. Our close and long established links with our North American customers are now being strengthened even more. From August 1st, our Customer Service Department moves to our US office in Exton, PA. bringing European quality of service to your door backed up by the full resources of our publisher liaison departments, located in Holland at the heart of scholarly publishing.

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ventions for the following ASC X12 transaction sets: Invoice (810), Dispatch Data (856), Claim (869), Claim Response (870) and Functional Acknowledgment (997). In addition, the manual includes critical information about the use and implementation of EDI, covering many of the business issues, legal considerations, communication and technical issues involved in EDI projects. The manual is now available for purchase at a member (SISAC or BISG) rate of \$175.00 and a non-member rate of \$250.00. An order may be sent online to that standards woman, **Sandy Paul** at 4164812@mci-mail.com.

Recently spent some fabulous time in Charleston with **Karalyn Kavanaugh** (EBSCO). Karalyn has promised to help coordinate group dinners for interested parties at the 1995 Charleston Conference. If anybody can do it, Karalyn can!

Two libraries, **Southern Methodist University (SMU)**, Dallas and the **Newberry Library**, Chicago, are examples of sites that have already seen significant results in expanding patron access and enhancing community awareness using **Ameritech's NetPublisher**, the product which was named Editors' Choice by *PC Magazine*. If you want to know more, contact **Barbara Brodley** at <bbrodley@als.ameritech.com>.

Plenum Publishing Corporation has added its catalogs to **Inforonics' TitleNet**, the Internet site for browsing and searching publishers' catalogs. Plenum's catalog information includes descriptive text, reviews, contents data, and audience focus for thousands of titles. Reach Plenum Publishing's TitleNet catalog via gopher at: **gopher.titlenet.com** or via the World Wide Web at **http://www.titlenet.com**

Barbara Stewart (ISI) is some hot ticket, not to mention her husband Ed. She recently sent a postcard (scrawled on the back of a picture, no less, what a great idea) from wild Florida climes. And we hope to see you soon at the Chas. Conference, Barbara!

Mike Markwith (Swets) sends word that **Carol Macadam** will join Swets effective October 2. Carol has most recently worked as a librarian in serials at Princeton, has an international educational background, and is very active in NASIG. Carol will be representing Swets services to academic and medical libraries in the US.

More news from Swets. A new Board level position has been created at Swets & Zeitlinger BV Head Office. Mr. **Pieter Rustenburg** has been appointed as Director of Systems and Technology. He will be responsible for technological development and strategy for Swets computer and network operations and for relations with publishers.

Heard recently from **Paul Sanz** of **Readex** who says that he was excited about the upcoming **Vikki Medaglia** interview of **Suzy Schmitz** in *ATG* November (have you read it, see this issue, page 76). Also understand that **Jean Kobza** (NewsBank/Readex) will be at the Charleston Conference. Wow!

Lynda Meyer (Net Technologies, New York) has written a fabulous meeting report on **Multimedia Now** which we took a few issues to be able to run. But — it is in this issue (p. 56) so READ it and learn a lot! Thanks, Lynda!

During the **ACRL Conference**, **Pauline Williams** (U. of Montevallo) subscribed to *ATG* and she hasn't gotten one yet. Sorry, Pauline! You can't get good help these days, especially when that person is the Editor!

Rebecca Seger (Lyman says I spelled her name wrong and it is not his fault!) called. She is now the library sales rep for **McGraw Hill** plus she just bought her "new-born" (now 2½ years old) a "big boy" bed last night.

ACRL, New England Chapter has announced the program for its fall conference (October 27) — The Digital Academic Library: Getting There. The conference will be held at **Regis College** in Weston, Massachusetts, only a few miles from Boston. For



a registration form contact **Jane Hedberg**, Serials Librarian and Preservation, Wellesley College, Internet: **jhedberg@lucy.wellesley.edu**.

And **Veronica L.C. Stevenson** of the **Greater New York Metropolitan Area Chapter** of the **ACRL** (ACRL/NY), writes that this year's annual symposium will address "Libraries in Transition: Learning and Communicating in the Electronic Environment," and will be held Wed., December 13 at the **Fashion Institute of Technology**. Try <vstevens@aurora.liunet.edu> for more info.

Joyce Ogburn (Yale) writes that she will not be attending the Chas. Conf. this year. Instead, she is sending her acquisitions librarian **Xin Li** (as in Sheen Lee). Let's all track her down and say "hey!"

NISO has approved and published the revised **Information Retrieval (Z30.50): Application Service Definition and Protocol Specification** (ANSI/NISO Z39.50-1995), available from **NISO Press** <nisoqh@cni.org> for \$79. This adds several new services and facilities and includes numerous enhancements such as the ability to request specific portions of a document; the ability to scan terms in a list or index; and faster retrieval of a large number of records by allowing a server to respond to a

present request with multiple response messages.

NISO has also approved and published the first national standard for single-tier steel bracket library shelving. This new standard (**ANSI/NISO Z39.73-1994**) describes the specific performance requirements that steel shelving should meet and is available from **NISO Press** <nisoqh@cni.org> for \$40.

CD-ROM products are now available through **W.T. Cox Subscriptions** (Goldsboro, NC, ph. 800-553-8088) in response to requests from libraries.

Bob Dukes (Chair of the Physics Dept. at the College of Chas.) writes to tell us that there is now an Electronic Version of *Astrophysical Journal Letters* (EApJL) available on the World Wide Web. The **American Astronomical Society** and the **University of Chicago Press**, with funding from the **National Science Foundation**, have created the first online journal for reporting astronomical research results. The EApJL is complete with the figures, line drawings, tables of numbers and complex mathematical symbols which appear in the paper version. The EApJL can be found on the WWW at **http://www.aas.org/ApJL**. Access to the journal will be free to all readers until 1997. Bringing out an electronic version of the *Astrophysical Journal Letters* is the first step in the conversion to electronic form of all the research journals published by the **American Astronomical Society**. Meanwhile the Society has no plans to discontinue the corresponding conventional paper versions. The electronic version will be available one month before the corresponding paper copies.

Bill Richards has been chosen as the new director of **Georgia College**. Congratulations!

The Faxon Company recently reported that its World Wide Web site on the Internet has received the highest rating possible from **The McKinley Internet Directory**. Have you visited it yet?

Speaking on serialist in the early fall, **Chris Schneider** (Marketing & Sales, **Gordon & Breach**) <christopher.schneider@gbpub.com> and **Karen Elton** (Head, Customer Services, **International Publishers Distributor**) <karen.elton@gbpub.com> as well as **Diane Appleton** (Vice President, Publisher Services, **Faxon**) <Appleton@faxon.com> made the following announcement. "Effective July 28, Faxon has resumed doing business with **International Publishers Distributor**, distributor of **Gordon & Breach** and **Harwood Academic** titles. Although Faxon and STBS, former distributor of these titles, ceased to do business in the early part of 1994, none of the companies are or have been involved in a lawsuit against the other. Faxon is pleased to be able to provide **Gordon & Breach** and **Harwood**

continued on page 12

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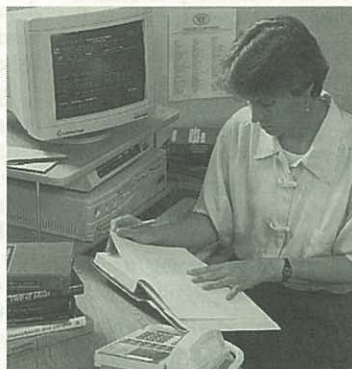
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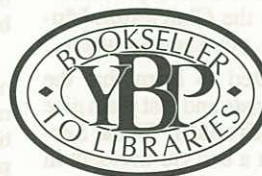
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Rumors

from page 10

Academic titles to our clients again."

Tom Leonhardt (U. of Oklahoma) writes that at <<http://www.hyper.gr/makthes/>> the first Greek language newspapers *Thessaloniki* and *Makedonia* are on the WWW. The full text of the newspapers is published and updated daily. The newspaper is published with Greek characters (ISO 8859-7) and the fonts necessary to read it are provided through its pages. Like wow!

Well, **Michael Gorman** will speak at the **Charleston Conference** at a slightly different time (Saturday instead of Friday). In the meantime, read what **Tom** (the guy mentioned above) says about Gorman's and **Walt Crawford's** book (*Future Libraries: Dreams, Madness & Reality* published by ALA) in this issue, page 22. Tom has reviewed the book in the upcoming winter 1995 issue of *LAPT*.

E-mailed **Gita.Gunatilleke** (New Zealand) because I hadn't heard from her in ages. Well now, Gita was on vacation, imagine that. Besides visiting family in Sri Lanka, she passed through Sydney, Australia to see her newest great niece as well as the fabulous show "Miss Saigon" which she highly recommends. Gita also stopped by Melbourne to see her sister. On the work front, she commends the staff at **Wake Forest University** who have been very helpful answering all her questions as they prepare to load **Dynix 140-142** and **150** the New Acq module. And there's more! Gita's colleague from Auckland Univ. **Alison Grant** <a.grant@auckland.ac.nz> is going to be at the Charleston Conference!

Have learned from **Patrick Harwood** (College Relations, College of Chas.) that the inaugural issue of the political magazine *George* (published by **John F. Kennedy, Jr.**) contains an item about the **College of Charleston**! In an article about George Washington memorabilia, there is the following mention: "This Spring, while excavating an old South Carolina plantation site [the Dill Plantation on James Island], student archaeologists from the **College of Charleston** unearthed a gold-plated button from Washington's inauguration in 1789. Only a handful are known to exist. Imprinted with his initials and the slogan 'Long Live the President.' It is considered priceless." The button is now in the **Charleston Museum**. And, just think, you knew us when...

We were devastated to learn that the incredibly compassionate and just plain nice **Manny Decker's** (**Franklin Book Service**) daughter was in a bad car accident in June. But — word is that she is doing very well!

Just got my *RASD Update* in the mail (v.16#3, July/September, 1995) and who is staring up at me on the back cover but

Adrian Alexander (Faxon)! and **Mary Lou Goodyear** (Texas A&M and RASD president)! Adrian and Mary Lou were married on June 22, 1995 during the 1995 ALA Annual Conference in Chicago which they thought was the perfect place to have family and friends. Congratulations to both of them!

At the beginning of October, **Baker & Taylor** debuted its new home page on the World Wide Web at <<http://www.Baker-Taylor.com>> With the October issue, *Academia*, B&T's magazine for university, academic, and research libraries will be published exclusively on the Web.

Speaking of the Web, "**Rettig on Reference**" debuted on Monday, October 2 at <<http://www.hwilson.com>> This is a free service sponsored by the **H.W. Wilson Co.**, which provides reviews of new reference books and Internet-based reference sources. **Jim Rettig**, who is well known to all of us as a cracker-jack reference reviewer, will be speaking at the Charleston Conference in November.

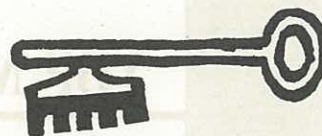
Her voice will always cheer you up no matter how down in the dumps you are. **Dimi Berkner** calling from Developmental Studies Center in Palo Alto says she is coming to the Charleston Conference and is looking forward to seeing **Ken Kister**, **Gerald Garbacz**, and **Fred Philipp** among all of us.

Look, y'all, my e-mail address is <strauchk@cofc.edu>. Don't forget the "k" because if you do I will not get the message. And that would be bad.

Charles Willett <willett@freenet.ufl.edu> (Crisis Press, Gainesville, FL) will be at the Charleston Conference. He also says he is looking forward to seeing **Ken Kister** who taught him "Reference Methods", his favorite course in Library School at Simmons College. Charles is the new editor of *Counterpoise*, an alternative review journal to be put out by the Alternatives In Print Task Force (AIP) of ALA's **Social Responsibilities Round Table**. The first issue is scheduled for January, 1997. Charles will have a Simulation Room on Friday at the 1995 Charleston Conference.

Have received word that **30** people have signed up for the **Golf Tournament** during the Charleston Conference. Pretty unbelievable. And the Tournament is the brain-child of the Proustian **John Riley** (**Ambassador Book Service**)!

Dawson Subscription Service announced in September that it will implement the **Source** subscription system, initially developed for use at **The Faxon Company**, as its operating system. Implementation of **Source** at **Dawson Subscription Service** will be completed in time to process 1997 subscriptions. The **Source** system is a powerful and flexible system designed to support every phase of serials ac-



quisition needs. Based on a relational database technology and a three-tier client/server model, **Source** includes an online client service that brings the system's power and capability to the client's desktop.

According to the law library listserv, **West Publishing Company**, Eagan, Minnesota, and **Juris Publishing, Inc.**, Irvington, New York, jointly announced that the companies have entered into an agreement that will allow **Juris** to include star pagination to **West** case reports in **Juris' Black Lung Reporter** publications. West compiles the case reports it creates into various series of reporters that make up the National Reporter System. Each volume in each series is separately paginated by West to enable attorneys to readily cite to and find a particular West case report. A star pagination license allows another publisher to include the corresponding West pagination and page breaks within its own case reports, making it easy for users of these publications to provide citations to West reporters in memoranda, briefs and other legal writing. More information can be obtained from West outside counsel, **Jim Schatz**, who can be reached at 612/339-6900.

According to **TAP-INFO** and **James Love** <love@tap.org>, in a surprising move, **West Publishing** announced on August 29, that it had hired investment bankers **Goldman Sachs** and **E.G. Edwards** to explore the sale or restructuring of **West Publishing**. Details of the announcement appeared in the Wed., August 30, issue of the *Minneapolis Star Tribune* in a story by **John Oslund**.

IME Systems Inc., a world leader in library automation, has announced the relocation of their U.S. office from Dedham, MA to Boston, MA. As of October 1, their new address and phone/fax are — 50 Congress St., Suite 825, Boston, MA 02109-4006. Ph.: 617-722-0808; fax 617-722-9893.

Irv Muchnik (**The National Writers Union**) (which is near and dear to my heart) wrote to say he enjoyed the September issue of *ATG* but that a "sticky-fingered member, no doubt" absconded with his copy of *ATG*/September. He called to request a copy of the **Becky Lenzini** interview in the September *ATG*! We would love to hear more from the **NWU**, Irv, and just maybe you need another subscription! Keep us posted!

Charles ("The Grandfather") **Germain** was recently traveling in the West when he encountered heat so hot (I guess that's an oxymoron) in Arizona that it fried a computer in his car. The next day he traveled to

continued on page 14

When it comes to accuracy... there's no comparison!

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Search objective: Identify all materials by Tom Clancy published 1993-1995

Enter "AU=Tom Clancy"
Enter "PY>1992"
Enter "CS=1 and 2"

Search Workspace				
1. au = clancy, tom 30				
2. py > 1992 258571				
Title	Author	Price	Date	ISBN
1 Tom Clancy's OP Center	Clancy, Tom	\$6.99	02/1995	0425147363
RI Armored Cav: A Guided Tour	Clancy, Tom	\$15.00	11/1994	0425158365
1 Clear & Present Danger	Clancy, Tom	\$6.99	08/1994	0425144372
RI Debt of Honor	Clancy, Tom	\$25.95	08/1994	0399139540
1 Debt of Honor	Clancy, Tom	\$28.95	11/1994	0786203358
1 Three Complete Novels: Pa	Clancy, Tom	\$14.98	04/1994	0399139354
1 Without Remorse	Clancy, Tom	\$6.99	08/1994	0425143325
1 Red Storm Rising: The Car	Clancy, Tom	\$11.98	04/1993	0399138412
RI Submarine	Clancy, Tom	\$14.95	11/1993	0425138739
RI Without Remorse	Clancy, Tom	\$24.95	08/1993	0399138258
1 Without Remorse	Clancy, Tom	\$25.95	11/1993	0786208219

11 titles

The Title Source

Author Search...Tom Clancy
Active date filter
"01/93..12/95"

CD: February '95 Baker & Taylor B&T Link Version 2.4				
No.	ISBN	Title	Author	End Price
1	0425158365	Armored Cav : A Guided Tour	Clancy, Tom	PAP \$ 15.00
2	0425144372	Clear and Present Danger/Cas	Clancy, Tom	TRD \$ 6.99
3	0671898000	Clear and Present Danger/Cas	Clancy, Tom	TRD \$ 17.00
4	0399139540	Debt of Honor	Clancy, Tom	TRD \$ 25.95
5	0786203358	Debt of Honor (Thorndike Lar	Clancy, Tom	EXT \$ 28.95
6	0679436972	Debt of Honor/Cassettes	Clancy, Tom	TRD \$ 25.00
7	042510107X	Red Storm Rising	Clancy, Tom	PAP \$ 6.99
8	0399139508	Submarine	Clancy, Tom	TRD \$ 150.00
9	0425138739	Submarine : A Guided Tour In	Clancy, Tom	PAP \$ 14.95
10	6302744498	Submarine : Steel Boats : In	Clancy, Tom	UHS \$ 29.95
11	0945353798	The Hunt for Red October/Cas	Clancy, Tom	TRD \$ 39.95
12	0425140717	Tom Clancy : Patriot Games/t	Clancy, Tom	PAP \$ 17.97
13	0399139354	Tom Clancy : Three Complete	Clancy, Tom	TRD \$ 14.98
14	0399138412	Tom Clancy Two Complete Nove	Clancy, Tom	TRD \$ 11.98
15	0425140725	Tom Clancy 2	Clancy, Tom	PAP \$ 20.97 FOL
16	0679442444	Tom Clancy's Op Center/Audio	Clancy, Tom	TRD \$ 17.00 UR
17	0425147371	Tom Clancy's Op-Center	Clancy, Tom	PAP \$ 6.99 UR
18	0425143325	Without Remorse	Clancy, Tom	PAP \$ 6.99

23 titles

Actual Screens-March, 1995

Compare Books-in-Print Plus and The Title Source...and you can see for yourself that The Title Source is far more accurate. Not just the March, 1995 edition, but any month you choose to compare.

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Rumors
from page 12

Boulder, CO in a summer suit and nearly froze to death in the snow! Talk about inconsistencies!

Roxy Rust (Westvaco, Charleston, SC) is looking for an out of print book dealer who specializes in forestry books? Does anyone have a recommendation?

Heard from **Chris Ellicott** (Director of Marketing & Electronic Networking, **Login Brothers**) <ce@lb.com> who had just dined with **Becky L** at ALA/Chicago. Hope to meet at the upcoming Chas. Conference!

The "over there" man, **Jim Smith** (EBSCO), is coming over here to Charleston for the Conference. In the meantime his daughter Melisa is getting married and his lovable, energetic, incredibly hospitable wife **Cherry** is keeping him straight.

And **Donna Cohen** (Rollins) <Donna.Cohen@Rollins.edu> says it does not look like she will be able to attend the Charleston Conference this year since they are implementing a new online system and the training is the same week as the Conference. Kind of a hole in the year, she says. For us too, Donna! But see you next year!

In this issue, thanks to the energetic **Barbara Dean** (Fairfax County Library) <bdean@vsla.leo.edu> we have profiles encouraged of — **Sandy Paul** <0004164812-mcmail.com>, **Judy Webster** <jdwebster@utk.edu>, and **Heather Miller** <HM766@cns.vax.albany.edu>. Read about them on pages 81, 90, and 93 this issue.

Was talking via e-mail to **Joseph Alen** <jalen@copyright.com>, President and CEO of the **Copyright Clearance Center**. The CCC has agreed to participate in the **Rump Session** of the **1995 Charleston Conference** from 4-6 on Saturday for all us die hards out there. Pretty exciting.

PAIS (Public Affairs Information Service, Inc.) has added thirty-four journal titles to the list of more than 1,250 journals indexed in **PAIS International**, the world's leading database covering political, economic, and social issues. The journals are published in thirteen countries including Korea, Peru, Zimbabwe, Thailand, Hungary, and Sierra Leone. Most are in English. Overall **PAIS International** indexes journals published in 60 countries in 6 languages — English, German, French, Spanish, Italian and Portuguese. Journal titles added to **PAIS International** will continue to be announced on PAIS' new Internet Home Page, to be available by the end of September at <<http://pais.inter.net/pais>>.

Barry Lee <74044.3050@compuserve.com> (The Reference Society) recently held a **National Directory Conference** in New York. **Raissa Fomerand**, publisher of *The Librarians Yellow Pages*,

(what an incredible woman!) was one of the featured speakers. We hope he will write the meeting up for *ATG/And They Were There*. How about it, Barry?

Hadn't heard from **John Archer** (UC San Diego) <John_Archer@UCSD-LIBRARY.ucsd.edu> for a long time so sent him an e-mail. (isn't e-mail great?). Anyway, no grass is growing under John's toes. He has just gotten married (around the eighth of September, no less) and spent his honeymoon in Santa Barbara. John has already made his room reservation for the Charleston Conference. Have you? And check out his WWW site, URL: <<http://gort.ucsd.edu/jarcher/index.html>>.

The soft-spoken and efficient (a great combination) **Elsie Pritchard** <e.pritchard@morehead-st.edu> (Morehead State University) is hard at work on the Automation Lunches for the Charleston Conference. Thank you, Elsie!

Besides getting married, **Carol Pitts Hawks** <hawks.1@osu.edu> (Editor-in-Chief of *Library Acquisitions: Practice & Theory*) is looking forward to reviewing applications for 1996 Research Award. The



Library Acquisitions: Practice & Theory (LAPT) Research Award provides an annual prize of \$1,000 for research in the broad areas of acquisitions, serials, publishing, and collection management. Proposals and questions concerning this year's award should be addressed to Carol at 2338 Antigua Drive #2C; Columbus, OH 43235; (614) 292-6314; FAX: (614) 292-2015. Deadline: February 15, 1996.

The Professional/Scholarly Publishing Division of the AAP will hold its Annual Conference March 13-15, 1996 in Washington, D.C. **Barbara Meredith** (Director, P/SP) says that they are expecting sell-out attendance so you should FAX her a preliminary list of those from your company who might attend (212-255-7007) and reserve your hotel room (800-243-1166).


Shannon Masten (Brodart Academic Book Services) is incredible. Energy just emanates from the telephone when you talk to her! Shannon says that her cousins attend **Bishop England High School** in Charleston (where my son went way back when) and that recently it took them two hours to go just a few miles in the torrential rains we had down here the end of August (thank

goodness it wasn't a hurricane!). Let's look for Shannon and **Annabel Fogel** (Brodart's cataloging manager) at the **1995 Charleston Conference**!

Via the Internet, Libraries now can access their order files and the complete **Harrassowitz** serials database. This new service includes access to both *Continuations* and *Journals*. **Harrassowitz Online** is password-protected and provides an accurate and up-to-date picture of library orders. If you want to know more call 800-348-6886 or <service@harrassowitz.de>

Kansas State University Library has selected **Voyager 3.0**, the client/server library management system developed by **Endeavor Information Systems Inc.**

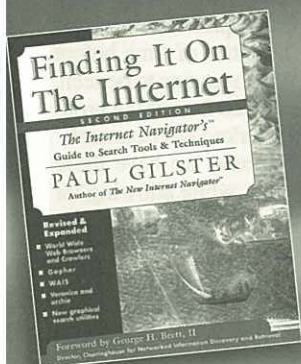
Recently heard from **Stacey Gottfried** of **Electronic Book Technologies, Inc.** (One Richmond Square, Providence, RI 02906 <stacey_gottfried@ebt.com>) about some of their products and services. For example, **DynaText™ Electronic Publishing System** is an electronic book publishing system which accepts SGML and builds dynamic platform-independent electronic books that can include hyperlinks, tables, equations, graphics, animation, audio and video. Users can write notes, create cross-references, perform sophisticated searches, print selectively, and cut-and-paste content into other applications.

Kluwer Academic Publishers (Dordrecht) is the first to sign an agreement with **Pica**, Centre for Library Automation in Leiden, on electronic access of full text journal articles within the WebDOC pilot project. Within the WebDOC project, initiated by Pica, a number of Dutch and German academic libraries will cooperate with commercial publishers to offer their endusers access to electronic journal articles. Publishers will deliver SGML-headers of journal articles containing bibliographic data and abstracts. From these data, Pica will build a catalog (WebCAT) linking to full text articles stored on local servers maintained by the information providers or on a server at Pica's. Initially, the Kluwer journals to be accessed will be mainly in the field of Mathematics, Information Science and Economics/Business Information. For the time being, document formats are restricted to Postscript, PDF, HTML and TIFF-images. Kluwer has opted for PDF files. Documents will be made accessible via WWW-browsers such as MOSAIC and Netscape to endusers who are registered at one of the participating libraries. Endusers of libraries that are subscribing to journals Kluwer makes available in WebDOC will have unlimited access, whereas a pay-per-view system will apply for journals to which there is no subscription. WebDOC is expected to go live on January 1, 1996 and will run for an initial trial period until the end of December 1997. Further information can be obtained from <vanderlinden@wkap.nl>. 

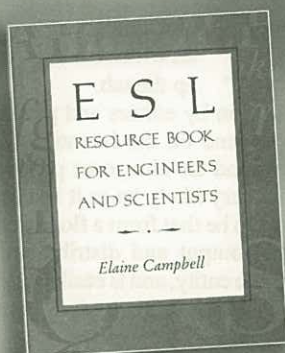
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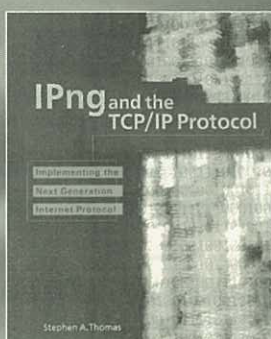
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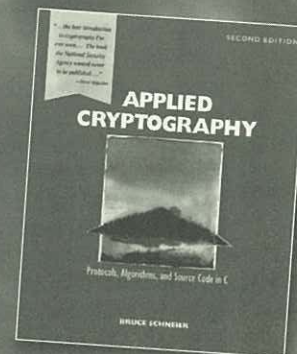
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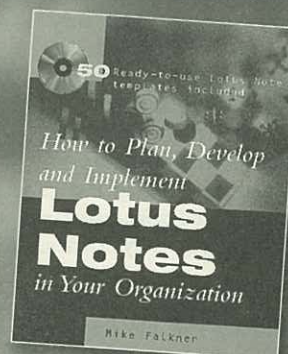
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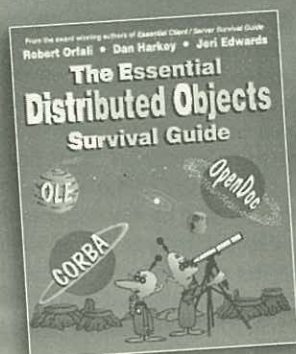
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here are those that I have encountered in my current capacity.

As one who has just assembled a guide to electronic scholarship on the Web,³ to me the vibrancy of producing networked electronic editions seems particularly manifest. It is an activity represented by what we might call examples of both "high" and "low" editing — and everything in between. We have the **Project Gutenberg**,⁴ essentially a distribution project focused on literary texts having come into the public domain. These texts have little value added and consist of, in terms of formatting, mostly raw ASCII. In contrast, we have **Gerome McGann's Rosetti Archive**,⁵ which strives to present a model for the electronic critical edition, linking images of the poet's paintings and texts, in addition to critical notes. Librarians and publishers will do well to learn the strengths and weaknesses of such projects, both from an editorial standpoint, and in terms of how access may be provided to them.

It is well known that the scholarly editing of primary source material can take both conventional and radical forms. One only need get a sample of the seventy- or eighty-year running debate of best text vs. authorial intention to get a sense of the range of possible controversy. At the heart of the debate is the belief that changing the format of a text can fundamentally alter the nature of the text. It has been persuasively argued⁶ that electronic editions can fundamentally change the nature of the text as well. In an electronic text hyper-links can be made by the editor to any number of extra-textual elements, and those links (in varying degrees of complexity) can be followed in the order of the user's preference. Electronic editions have the potential to alleviate the best text-authorial intention strife, by their very spaciousness⁷ as well. For example, textual variants, even entire manuscripts of questionable authority may be present in the system without being visible at any one time. Yet, while electronic scholarly editions may have tremendous potential in terms of their format, there is by no means a consensus as to what that format may be.

Our challenge concerns the means we can marshal to take advantage of the fullest potential of the electronic medium: one which allows a text to reside in a dynamic, networked environment. For it is one thing to have a dynamic text, which is innovative in its arrangement of material, its use of hypertext structures; it is wholly another thing to offer that text in a networked environment (such as the Web), and allow it to become part of a living, organic whole. This is not to mention a recipe more palatable to some, that networked distribution agrees with a notion of freedom of access. Nor is this to mention the increased distribution (with little added cost) that a networked text may enjoy well beyond its printed forerunners. While it is true that many editors have come to terms with the fact that, yes, they must use a powerful markup language like SGML in order to take full advantage of the electronic medium, it is not true that editors (and publishers) have settled on a means of distribution, which is, after all, a matter of format.

There are, for the moment, two ways of distributing electronic primary source material: either in a form that has the text locked into a particular interface (usually in the form of CD-ROM), or in a form amenable to wide area network distribution. Publishers and editors of primary sources need not reinvent the wheel by proffering a new interface with each new product, but instead focus the development on the interfaces (i.e., software clients) that are already widely used, distributed, and have standards behind them. Standards such as SGML have been developed to alleviate platform dependency, standards which will allow a text to thrive for years to

come in a networked environment. Just because a text has been developed in SGML does not mean, however, that it will be allowed wide area network distribution.

And what constitutes a text that is amenable to networked distribution? The *OED* is unique (with the exception of a handful of other products), in that an ASCII version may be purchased, loaded into a database (in this case Open Text's Pat) and served over a campus-wide network, which, with some technical finesse, can be the Web. In this so called "ASCII version" all of the content, including SGML markup is preserved. Unfortunately, more products do not provide an ASCII version, and even if they did, their utility would be greatly reduced due to the ubiquitous use of non-standardized markup languages (i.e., not SGML or HTML). There is a growing acceptance of such standards on the part of editors and publishers, and it would seem to be only a matter of time before more products appear using the standards. What remains to be seen, however, is whether editors and publishers will be furnishing products that are deliberately conceived for a networked environment.

Of those texts designed for networked access, we have those distributed "free" to the public, and works, that, while allowing for wide area distribution (when purchased in the right format), impose license restrictions, one well-known example being **Chadwyck-Healy's English Poetry Database**. In the "free" category, we have examples like the **Dartmouth Dante Project**.⁸ When a text (or in this case, groups of text) are offered for free by an academic institution, yet with value added, the argument is often encountered⁹ that what has been paid for once with the allocation of public or private philanthropic monies ought not to require purchase a second time. At any rate, we are very likely to see for some time to come electronic scholarly editions both for free and for a charge as

"[I]t is not true that editors (and publishers) have settled on a means of distribution, which is, after all, a matter of format."

publishers and scholars adjust to the new economics of networked information. And it will be libraries which continue to pick up the tab.

The means of distribution settled on by editors and publishers, for the moment again, seems to depend on the intentions of the project. If it is a commercial house, and the aim some profit (or at least sustainability), the choice will very likely be as it has been in the past, fixed disk. The logic seems to be that from a floppy or CD-ROM it is much easier to control output and distribution. The product has the appearance of a discrete entity, and is easily scaleable: a license that includes the option to network the product costs, the purchaser, and ultimately the user more.

It is granted that until the advent of the Web and its constituent graphical browsers, CD-ROM provided a textual environment richer than the Internet. It is granted that CD-ROMs may be networked, but not, due to the fact that most if not all have interfaces germane only to them, on something like the Web. Due to what we can consider to be the success of the Web, there is no longer any reason not to develop projects of both a large and small scale for a networked environment. It will be of great interest (and concern) to both publishers and librarians to learn the means of distribution chosen for such monumental works in progress like the **Canterbury Tales Project**, or **Cork University's Project Curia**.¹⁰


Certainly there will be those that argue that copyright complicates the matter of wide area network distribution. Despite predictions to the contrary, copyright thrives in the sprawl, and in its consideration often determines the form of enterprise. That both creators and users are provided for is at the heart of the copyright law. By allowing only excerpts of text to be used by any one user at any one time, the **Dartmouth Dante Project**, by a caveat of what the project coordinators perceive to be fair use, offers its particular brand of access not only to the copyrighted definitive edition of the

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Comedia but also to the full text of over fifty commentaries (some of which are under copyright). In the excerpt that is retrieved, a one-line copyright notice is included.

In projects with a more commercial orientation limited access can be written into the software. The second edition of the *Oxford English Dictionary* on CD-ROM does not allow a user to extract the entire dictionary, but only individual entries, one at a time. There is no technical reason why similar protections for other products cannot be implemented on the Web. It is true that publishers need to get over their fear of excessive copying on the Net and instead think about exactly what it is they are selling.¹¹ This is especially true for academic presses which have valiantly printed critical editions in the past. The OED and some of the Chadwyck-Healy products (both copyright protected) have been successfully distributed to a limited wide area audience by libraries.¹² It is hard to under emphasize the importance of this example to both publishers and libraries. Again, increased availability of more commercial products amenable to such distribution would be no small step forward.

There is hope for networked distribution for primary sources on two fronts. More editors and publishers are thinking in terms of networked distribution; at the same time network technology is reaching a level that will accommodate more complex structures. **The Perseus Project**,¹³ now the standard by which all electronic publishing projects of primary source material are judged, very likely will deliver a new version in a Web environment.¹⁴ With the addition of helper applications like Panorama to Mosaic, the richness of SGML can be taken advantage of on the Web. That the Web will become increasingly fragmented, with no one markup language, and no one browser that can present an increasing array of material is certainly a drawback of such a scenario. On the upside we are likely to have an environment where standards no longer hold back the optimum implementation of projects. No longer can the argument be made to use the poorer HTML tag set for the wide area distribution of projects with high editorial content; no longer can publishers successfully argue the virtues of the CD-ROM.

There is a new form of radicalism in scholarly editing, not only in a shift from print to an electronic medium, but also in how the issues of distribution are resolved. Putting out an electronic edition, and even more so, a networked version of an electronic edition, fundamentally changes the nature of the text. In terms of access, enriching cultural heritage and undergraduate education, the change is, ultimately for the best. Editors and publishers ought not to worry about copyright but instead think of innovative uses of the law. There is a vibrant world of scholarly publication already underway on the Net, one in which new ground is being cleared every day. We need to watch it closely and acknowledge the trends. 

Footnotes

¹For a good outline of digital library projects see the Committee for Institutional Cooperation homepage at <http://www.cic.net/cic/cli.html>.

²Examples of electronic text centers within libraries include the Electronic Text Center at the University of Virginia (<http://www.lib.virginia.edu/etext/ETC.html>), the Information Arcade at the University of Iowa (<http://www.arcade.uiowa.edu/arcade>), and the Humanities Text Initiative at the University of Michigan (<http://www.hti.umich.edu>). For a directory of electronic text centers see <http://cethmac.princeton.edu/CETH/elcenter.html>.

³<http://www.libraries/pus/edu/E-TEXT/contents.htm>.

⁴The homepage for **Project Gutenberg** is http://jg.cso.uiuc.edu/pg_home.html.

⁵The **Rosetti Archive** can be found at McGann's site, British Poetry 1780-1910: A Hypertext Archive of Scholarly Editions (<http://www.lib.virginia.edu/etext/brito/brito.html>).

⁶**George P. Landow's** anthology *Hyper / Text / Theory* (Johns Hopkins, 1994) is perhaps the best introduction to the diverse thinking going into just how electronic text can differ from conventional text.

⁷This is a word used by **David Chesnutt**, the editor of an electronic edition of the *Henry Laurens Papers*, in his presentation at the 1995 Center for Electronic Texts in the Humanities (CETH) Summer Seminar.

⁸As I understand it, the **Dartmouth Dante Project** does charge a \$25 fee to those who wish to become "members." But clearly the project was conceived with liberal access policies in mind. The easiest way to get the Project database is from gopher://gopher.dartmouth.edu/1/AnonFTP/pub/Dante.

⁹For a good treatment of the concept of ownership of electronic information see **Ann Okerson's** "The Missing Model: A Circle of Gifts," *Serials Review* (1992: 18 [1-2]) p. 92-96.

¹⁰Descriptions of the **Canterbury Tales Project** and **Project Curia** can be found at <http://curia.ucc.ie/curia/menu.html>, and <http://www.cup.cam.ac.uk/Chaucer/ctptop.html>, respectively.

¹¹Such is the thrust of **Esther Dyson's** article, "Intellectual Value," *Wired* (July, 1995) p. 136-41, 182-85.

¹²It is **John Price-Wilkin** of the University of Michigan Libraries who has been largely responsible for taking the necessary steps to provide campus-wide Web access to large textual databases. His methods have been successfully emulated at a number of institutions.

¹³A description of the **Perseus Project** can be found at <http://www.perseus.tufts.edu/>.

¹⁴This according to the Editor-in-chief, **Gregory Crane**, at the 1995 CETH Summer Seminar.

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Electronic Journal Access for Libraries: What Some Companies Are Doing To Help — Part I

by Frances C. Wilkinson (Director, Acquisitions and Serials Department,
U. of New Mexico General Library, Albuquerque, New Mexico) <fwilkins@unm.edu>

Since the introduction of the printing press, innovative ways to disseminate information have continued to evolve. The latest innovation, the electronic journal (e-journal), brings dramatic implications for publishers, subscription agents, libraries, and the end-user alike. To many of us it seems more than a bit overwhelming. There are many issues and trends to consider when attempting to navigate this e-journal maze and often more questions are

posed than answers given. Although no one really knows what is past the horizon, several companies (**CatchWord**, **OCLC**, and **Elsevier Science**) have agreed to answer some questions on the programs that they have developed to facilitate e-journal availability for libraries. Some brave souls (**CatchWord** and **Elsevier Science**) even speculated about costs associated with e-journals and preserving/archiving them. In Part II of this article (to appear in the next issue of *ATG*), subscription agents will respond to these important issues and discuss their emerging role.

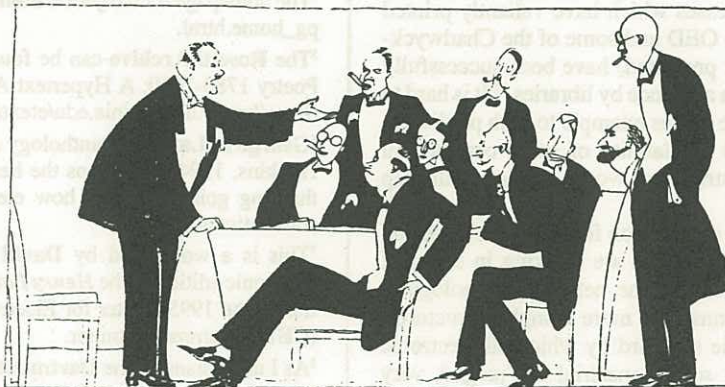
Question 1) What project(s) is your company working on to facilitate electronic journal availability for libraries? (You may wish to include information concerning publishers, special cooperative projects, etc.)

Answer from Simon Inger, Managing Director, CatchWord Ltd.:

"CatchWord is a UK based company providing an advanced electronic publishing service to academic and research publishers world-wide. We are not involved in any projects with publishers, but have entered into commercial arrangements with publishers to provide electronic publishing services. The service is live and fully functioning. A growing number of publishers are signing up and their journals are beginning to be advertised as being available commercially."

Answer from John Tagler, Director, Corporate Communications, Elsevier:

"Elsevier Science has been actively involved in a number of electronic journal experiments for several years. Most widely-known in North America is **TULIP** which runs from 1991-1995. **TULIP** is a cooperative research project between Elsevier Science and nine American universities to test systems for networked delivery using 43 Elsevier Science Journals in materials science. The objective was to test the technical, organizational, economic and behavioral aspects of electronic journal delivery in a wide variety of



delivery, search and retrieval, and printing scenarios. As we approach the final months of wrap-up, I think we can say that **TULIP** has been a valuable learning experience for everyone involved.

"Another experiment, involving **Elsevier Science** and **Katholieke Universiteit Brabant (KUB)** in the Netherlands, had its origins in 1989. One of the main focuses was to provide electronic information services to the workstations of all uni-

versity staff and make these services available to students as well. From 1991 to 1993 **KUB** and **Elsevier Science** developed a pilot program in which **KUB** received **SGML**-coded information on article headers and abstracts for around 50 Elsevier journals. At the end of 1993 a new commercial pilot project was started to realize the electronic distribution of the full text of 120 Elsevier journals to which the **KUB** library subscribes. By early 1995, the first groups of faculty, staff and students were connected to receive full text delivery online.

"**Elsevier Electronic Subscriptions (EES)**, which was launched in early 1995 on a pilot basis with a limited number of institutions, represents a step toward implementing much of the experience gained through **TULIP** and **KUB** as well as a number of other electronic initiatives. The technology basis for **EES** is a genuinely open architecture which allows use of the information in any system that also adheres to these open standards. As we have begun to implement **EES**, we are learning that the hardware and software issues involved in implementing an electronic journal delivery infrastructure remain complex and the collaborative effort between library and publisher

"We continue to cooperate in other projects. For example, earlier this year we announced an agreement to work with the **American Chemical Society** and the **Royal Society of Chemistry** on a pilot project to deliver electronic journal subscriptions through **SciFinder**, **CAS's** information-retrieval product. Elsevier Science is also a participant in the **University of Michigan Digital Library (UMDL)** project. We will provide electronic versions of 53 of our journals in earth and space sciences, augmented with information from our books, proceedings and **GEOBASE**, our secondary database.

"We have also been experimenting with a variety of current awareness services which increase the exposure and accessibility of our journals' contents for both authors and readers. For example, **Contents Alert** has tested the viability of bringing to the end-user tables of contents information for clusters of journals in subject

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areas (e.g., fullerenes; mathematical and theoretical physics; and surfaces, interfaces and thin films). A slightly different approach, **Contents Direct**, offers a table of contents service to subscribers and interested user groups shortly after publication of a journal issue. We are now in the process of making tables of contents of the vast majority of our journals available through a service called **ESTOC** (Elsevier Science Tables of Contents) that will be available, on demand, to anyone via the Web. Look for continued refinement and expansion of all of these.

"Looking at commercially available single-title electronic journals, within the current year we have launched or announced: *Immunology Today Online*, *Tetrahedron Alert*, *GENE-COMBIS*, and *Vaccine Online*, with several more likely to be announced within the coming months. *Nuclear Physics Electronic*, while not a commercial product per se, is an important preprint journal enhancement that is nearing the end of its second year of service. While these are generally commercial products, there remains an element of experimentation during the implementation stages and Elsevier Science has usually offered various arrangements of free trial offers to existing subscribers during the products' early stages.

"We have also launched a number of journal-related CD-ROMs as archival complements to our paper journals. *The Journal of the American College of Cardiology CD-ROM* became available recently and we will offer a CD-ROM version of *Biochimica et Biophysica Acta* for the 1995 subscription year. A number of additional CD-ROM products are in the pipeline which will be linked to other journals as well as some book clusters and monographic series.

"I've really touched the tip of the iceberg here and haven't even begun to contrast the different purposes these products serve and the functionalities they offer. There are such vast variations in the ways in which different researchers work and their individual information requirements. Consider the electronic journal needs of the high-energy physicist vs. the practicing clinician vs. the chemist, economist or geologist. Then contrast the differences of delivering to the library vs. the end-user. Hence we have had to explore many technologies and functionalities, and we will continue to do so."

Answer from Andrea Keyhani, manager, electronic publishing, OCLC, and George Promenschenkel, public relations writer, OCLC:

"OCLC Online Computer Library Center is dedicated to furthering access to the world's information and reducing information costs. Electronic journals and publishing systems help to provide information to people when and where they need it, in a form they want, and at a price they can afford. OCLC is involved in a variety of projects in the field of electronic publishing, among them the OCLC Electronic Journals Online Service (EJO), the System of Total Electronic Publishing Services (STEPS), and Elsevier Electronic Subscriptions (EES).

"EJO journals have many advantages over print. They can be stored in much less space and instantly distributed. Pages cannot be torn out by inconsiderate users, and electronic journals are not limited to a specific publishing schedule but allow continuous publication — as soon as an article is accepted by peer reviewers and editors, it can be available online within 48 hours. Articles are not shortened or delayed because of space limitations. Cross-referencing and searching capabilities greatly enhance the value of electronic journals as reference tools. These advantages make them highly attractive to libraries and library users and therefore to OCLC.

"OCLC has been on the forefront of this area of growing impor-

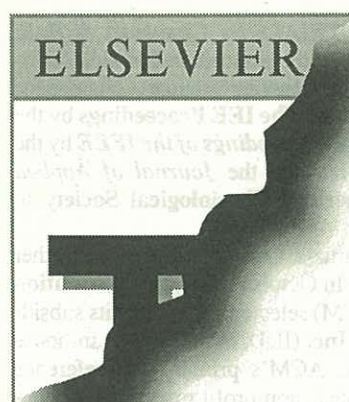
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tance since 1992, when it began distributing *The Online Journal of CURRENT CLINICAL TRIALS* (OJCCT), the world's first scholarly, peer-reviewed electronic journal.

"Guidon is a graphical interface capable of displaying high-quality images and text that rival print. It provides search capabilities and the ability to electronically link articles with related information. In December, 1994, Guidon 3.0 debuted enabling viewing of color and gray scale graphics and exchange of e-mail with publishers and advertisers. OCLC has added an Apple Macintosh-based version of Guidon to complement the existing Windows-based interface. To further increase access options, OCLC also offers World Wide Web access to EJO journals.

"For OJCCT, as with most of its electronic journals, OCLC provides electronic distribution, file maintenance, software, user support and documentation, while the publisher retains responsibility for editorial content and focus.

"As of October, 1995, through the **Electronic Journals Online** (EJO) service, OCLC distributed 37 electronic journals and planned to expand its offerings to 60 by the end of 1996. OCLC currently distributes: *Immunology Today Online* by Elsevier Trends Journals; *Applied Physics Letters Online* by the American Institute of Physics; 24 journals in the *Current Opinions in Medicine* series by Rapid Science Publishers; 6 journals in the *Current Opinions in Biology* series from Current Science; *Electronic Letters Online* by the Institute of Electrical Engineers; *The Online Journal of Knowledge Synthesis for Nursing* by Sigma Theta Tau; *The Online Journal of CURRENT CLINICAL TRIALS* by Chapman & Hall; *Physical Review Letters Online* by the American Physical Society. In addition, *Vaccine Online* by Elsevier Science is planned for October 1995, with all 11 journals of *The IEE Proceedings* by the Institute of Electrical Engineers, *Proceedings of the IEEE* by the Institute of Electrical Engineers and the *Journal of Applied Physiology Online* by the American Physiological Society to follow in early 1996.

"In addition to electronic journals, OCLC is involved in other aspects of electronic publishing. In October 1993, the **Association for Computing Machinery** (ACM) selected OCLC and its subsidiary, **Information Dimensions, Inc.** (IDI), to develop an in-house electronic publishing system for ACM's primary and reference journals. ACM, an 80,000 member, non-profit organization, publishes 40,000 pages per year of journals, proceedings, and other publications. The OCLC/IDI electronic publishing system will integrate ACM's publishing functions into a unified, automated system that will encompass the writing, editing, composition, production, archiving, and, eventually, distribution of publications.

"OCLC and Elsevier Science have committed to a marketing agreement for **Elsevier Electronic Subscriptions** (EES). EES provides electronic versions of Elsevier Science's 1,100 traditional research and professional journals. Under the agreement, libraries

may choose to have journals provided using Guidon or the **OCLC SiteSearch** system, which allows local building, maintenance and searching of databases. By the end of 1995, more than 1.5 million pages will be available through EES.

"Electronic journals and publishing compose one facet of OCLC's overall reference strategy and are vital to OCLC's vision of creating a fully integrated approach to navigating the sea of knowledge for libraries and their users."

Question 2) What costs associated with electronic journals will be incurred by all players; specifically what will library prices be like and how will they compare with print journal prices?

From Simon Inger:

"CatchWord provides a service to publishers allowing them Internet journal "products." The publisher retains complete control of pricing and circulation. Therefore CatchWord cannot do more than make an educated guess as to the likely price of Internet journals. My educated guess is that publishers will price electronic journals at a rate slightly above the paper copy rate, due to the additional cost incurred in its production. However, the more popular titles, where perhaps universities currently subscribe to multiple copies, will be much more highly priced in recognition of the likely reduction in the overall number of subscriptions in the electronic environment."

From John Tagler:

"That's a question that is repeatedly asked and which has no clear answer at this time. For the past few years, Elsevier Science has devoted considerable resources toward development of electronic journal alternatives. Largely it has been a Research and Development expense to which I cannot attach a figure. While there are direct development and technology costs, there have also been enormous costs associated with staff devoted to electronic product development. For the most part, we have proceeded in electronic product development using the skills of our existing staff and that's difficult to calculate both in terms of staff time as well as time and energy diverted from the paper product for which they are also responsible.

"The coming years certainly auger for increased R & D investment. There are some savings resulting from streamlining the production process, but reworking for electronic products also means that we will very shortly have to add more staff for development and implementation, and many of these new people will have a high level of technical expertise. The more expansive the electronic services become — and there is considerable demand and competition in the market — the greater the financial investment on many levels.

"For the near future, we have all of our existing print production costs plus those involved in offering electronic enhancements, hence we're doing everything we have always done plus a few more (often expensive) steps. Within this transition period, prices for electronic delivery will not be lower than paper. In an electronic environment, we hope to have greater flexibility in the types of information packages we can offer — more flexible than the print environment.

"On the libraries' side, there remain considerable investments in infrastructure and training to make electronic journal delivery work. But I am sure your readers in the library know these all too well. None of this is going to be cheap or easy for anyone. It never is when there is a major upheaval in the ways in which business is conducted. And that's what we have looming ahead."



John Tagler

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Question 3) **How will electronic journals be preserved/archived; who should assume responsibility for their preservation including electronic "refreshing" and/or moving them to a new medium?**

From Simon Inger:

"CatchWord's electronic journals can be saved as a local archive and printed on demand in the future. Local storage requirements are also not that great. In addition CatchWord seeks to maintain (with the publisher's agreement) a number of years of backfiles online. Since computer disk storage costs continue to go down and document retrieval is likely to be at its heaviest in the first few years of storage, I can see no good argument which denies the reader permanent online retrieval of data in the long term. However, those who do not share my optimism in this area would perhaps be well advised to buy a combined subscription to paper and electronic forms in the early years (where available), or print and bind local copies of online journals."

From John Tagler:

"We are all concerned about this — librarians, authors, end-users and publishers. A great deal of standards development is just beginning and needs to continue. We can only achieve a secured archival infrastructure in the future if all the players work closely and cooperatively from the outset.

"At Elsevier Science we are building an electronic archive for our journals, but it is not yet clear whether we will refresh the material ourselves or whether we will commission that responsibility to another party. We take the matter of electronic archiving very seriously and we want to be certain that the responsibility is in capable hands."

Question 4) **What do you see the subscription agent's role to be in the electronic journal market; how do you view your role in this market?**

From Simon Inger:

"CatchWord is effectively an electronic warehouse for e-journals. It does not attempt to change the nature of the journal business. Agents and publishers process orders and pass on the delivery instructions (in this case access instructions) to CatchWord, just as they would to their warehousing operation for the paper copy. CatchWord does not accept money for subscriptions. These continue to be routed to agents and publishers.

"The agent's future is interesting. There remains a role for the financial clearing services of agents — one cheque for many subscriptions rather than many cheques (and bankers fees) for one subscription each. Major publishers may seek to by-pass this role. Claims? Claims still exist in the electronic environment, but they mean something new. Claims are about finding the technical solution to access problems coupled with the regular checks made about whether payment has been received, subscription period is current and so on. This can be the agent's role, but they need a new skill base to adequately fulfill it."

From John Tagler:

"Agents are understandably concerned since their role in an electronic environment is not clearly defined. But they're not alone; I think we are all unclear as to what kinds of shifts will come about in an electronic journal environment. First of all, the availability of

continued on page 23

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The graphic features the text "ELSEVIER SCIENCE" at the top, followed by "Top" in large, bold, stylized letters. Below "Top" is "Table of Contents". A large, dark, abstract shape resembling a stylized 'E' or a book cover is on the right. At the bottom right is a double arrow icon pointing right. To the right of the graphic, the URL "URL: http://www.elsevier.nl/locate/estoc" is written vertically.

Letter from Oklahoma



Bookish or Boorish?

by Tom Leonhardt (University of Oklahoma) <tom@libadm.lib.uoknor.edu>

"The ordinary young man who is knowledgeable about books and reasonably intelligent will get a Ph.D. in English and become a college teacher. If he is just bookish and not interested in the content of books, he can become a professional librarian — a profession which, even though it pays poorly, is at least thought to be a profession with a steady salary." ("The Bookshop in America," by Edward Shils (professor of sociology and social thought, University of Chicago) in *Daedalus*, Winter 1963, p.99.)

What is wrong and what is right about that statement, forgetting that Professor Shils apparently knows no bookish young women or young women knowledgeable about books, even at the University of Chicago with its halls of learning and its vast library. It was, after all, 1963, and not yet common to acknowledge the intellectual pursuits of women. He may have been using the masculine as all-inclusive, too, but be that as it may, let us move on from the gender issue and pretend that he referred to young men and young women. Now what is wrong and what is right about the statement?

Were not librarians then reasonably intelligent and were they not knowledgeable about books? Lawrence Clark Powell's name comes instantly to mind. But then, he had a Ph.D., in English, and would not fit Prof. Shils's definition of the professional librarian.

One thing Prof. Shils got right, even if some current librarians are still agonizing over their status. He says that librarianship is a profession that, while paying poorly, pays steadily. Like the Rock of Gibraltar! What an image.

But what of this bookishness without being interested in the contents of books? Let's return to Lawrence Clark Powell. Powell is intelligent, bookish, an English Ph.D., he has written books, and, he hangs out with authors — Henry Miller, for heaven's sake, was one of his buddies. I am proud that he is a librarian and one of the best ever, but he is an exception nowadays, not so much in his younger days as you might imagine, despite his friendship with notable and noted authors of his day. Booksellers and librarians used to be bookish AND they knew the insides of books as well as the outsides.

Are the librarians of today bookish without being interested in the contents of books? Judging from the current state of librarianship, especially academic librarianship, I would say that there is evidence to support this proposition.

During a recent ALA Annual Conference, I was lured to yet another program that failed to provide even one paper that matched the title of the program. I should know better by now but having been on a campaign to revive the phrase, "Garbage In — Garbage Out" when talking about the Internet, I was suckered by the program title. I like to take people and things at face value and save my cynicism for television journalism.

But I digress. I was lamenting the false advertising of an ALA program. I understand how difficult it is to get speakers, especially those who will draw a big audience and not expect \$50,000 per talk, but you can't expect the Queen of the Internet to speak about books in the stacks. We should not expect bookishness in people so totally engrossed in the Internet much less expect them to be knowledgeable about the contents of books, "good scholarly and scientific books and worthwhile literary works," to quote Prof. Shils again.

(His essay is quite good, actually, despite his besmirching the honor of all of those librarians, past, present, and future, who read good books.)

Stacks? What stacks? The closest any speaker got to books in the stacks was in references to all of those library catalogs on the Internet. But that instant access to all of those electronic catalogs is fool's gold. The real gold must be examined closely to be mined, refined, and hammered into something useful — another piece of gold or silver.

Lawrence Clark Powell, in *The Little Package* (Cleveland and New York: 1964), says that: "The public expects two things of a librarian: that he be bookish and that he be cordial. Call me simple if you will, but I believe that any worker in a library, regardless of rank, who is not both bookish and cordial is in the wrong work. And by 'bookish,' I mean informed about the contents of whatever library he works in."

This Powell quote is from the chapter called "What's Wrong With Librarians?" "In my fight against non-bookism in library work and with unsocial scientists, I have rallied many librarians and laymen to the cause, in a revival of reading. Sick of jargon, and of surveys which spin out what we already know, of so-called human engineering and the decision-making process, of the flight into techniques of those unbelievers who will do everything to a book but read it, these lonely librarians and readers have rallied to the old-fashioned gospel that books are basic, books are best, books are to be read and shared, world without end."

Amen! And another amen was heard yesterday in a symposium at the University of Oklahoma, honoring the investiture of its 13th president, David Boren. The symposium was on "The Future of American Politics" and featured Paul Tsongas, Jack Valenti, and David Gergen. Mr. Gergen, toward the end of the program and in answer to a question from a student in the audience, implored him and all the other students to use their college years for extended reading of books that are not assigned or required or expected of them. It was clear from listening to these three men that their native intelligence has been used to acquire wisdom through reading tempered by life. Intelligence alone will only allow one to survive

as a crafty animal of the wild survives.

Walt Crawford and Michael Gorman have written a book that echoes some of Lawrence Clark Powell's concerns, a book that

examines our (librarians) apparent inability to defend ourselves against the disciples of Bill Gates, Internet royalty, and philistines who lack even the minimal intellect and attention span necessary to read *USA Today*. The book is *Future Libraries: Dreams, Madness, Reality* (Chicago: ALA, 1995, \$25 pbk., ISBN 0-8389-0647-8) and should be required reading for all practicing librarians, library educators, and library school students. There is a lot of talk about this book but it deserves to be read and then discussed and not discussed on the basis of what you think it is about and what you think of the authors. You can't trust the reviews already out, either, because the reviewers have either tried to pillory the authors or are (mis)reading the book out of context and without familiarity of other words dealing with broader issues, most notably, *The Myth of the Electronic Library*, by William Birdsall.

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Letter from Oklahoma
from page 22

Crawford and Gorman go beyond my own concerns that we not forget the riches in our stacks and that we make the distinction between information and knowledge although those are among their concerns. The authors can speak for themselves, and quite eloquently, but I feel sure that the main purpose of their book was to quiet the shrill, hysterical voices that think that change is precipitous and an all or nothing proposition, and that our salvation, as the New Millennium approaches, is to become totally electronic, whether it makes sense or not. But that is not even part of the debate, at least not within ALA.

It is time for the rest of us to take stock of what is actually going on in our libraries and to begin to share the truth with our colleagues. We know that the Internet is useful and that CD-ROMs, when we can afford them, offer our patrons and ourselves ways of looking for information that would either be impossible manually or would take much more time. We know that online catalogs, even the clunkier ones, offer vast improvements over card catalogs just as card catalogs improved over the book catalogs of earlier times.

But we also know that the indexes, abstracts, and other pointers are there to help our patrons find the material that they need. Gorman and Crawford, in the first chapter of *Future Libraries*, cite Mortimer Adler's distinction between what he calls "the four goods of the mind," which are information, knowledge, understanding, and wisdom. They further divide information into data — facts and other raw material that can be processed into useful information — and information — data processed and rendered useful. Knowledge is defined as information transformed into meaning, understanding is knowledge integrated with a world view and a personal perspective and exists entirely within the human mind, as does wisdom, understanding made whole and generative. Isn't this obvious? And isn't it obvious that our stacks are full, even overflowing, with such material? Do you really want to waste all of that or any of that just because some whiny zealot tells you that it isn't hip, it is the result of the tyranny of editors, publishers, tenure committees? Do you waste those invaluable resources because they aren't electronically accessible from a computer? And I don't mean bibliographically accessible, I mean accessible, as in touching, feeling, reading.

Who knows what the future holds? Not even the Shadow knows. We must continue to move with the times. but only a desperate people with no hope or sense burn bridges behind them.

During the 1940s, literary folk were enamored of anything in French. Arthur Koestler called it the French Flu. Library folk in the 1990s have caught the CyberFlu. It is a serious, debilitating disease but there is hope because there is a cure. It is called common sense.

Gesundheit! 🐸

Electronic Journal Access
from page 21

print will continue to be significant and we shouldn't underestimate the agents' importance there.

"In these early, experimental stages, Elsevier Science and, in fact, other publishers, have tended to work directly with librarians and end-users because we're very involved in a development and refinement process and close collaboration is essential. As we move to a larger-scale electronic delivery environment involving the large subscriber base presently well-served by subscription agents, then the parameters of the agents' role will emerge. Right now, we are in an evolutionary stage, exploring what information can be delivered electronically and how to accomplish it. Thus it is very difficult to clearly define the agents' role at this point." 🐸

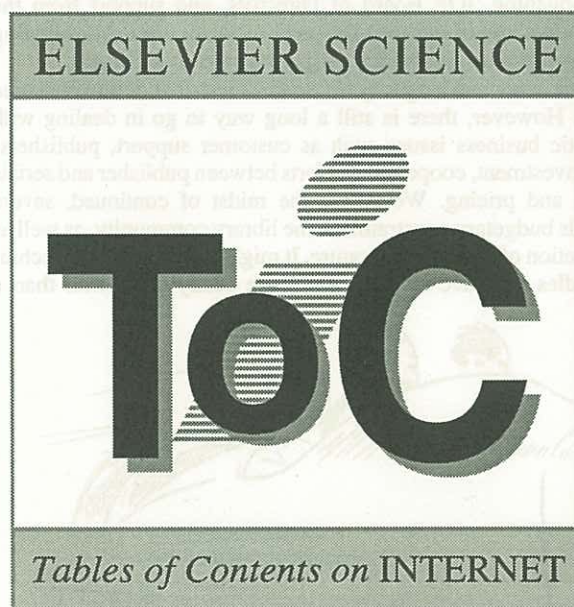
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Faster than a Fast Thing

by John Long (Institute of Physics, Warwick, RI)

"Our inventions are wont to be pretty toys, which distract our attention from serious things. They are but improved means to an unimproved end which was already but too easy to arrive at ..." — Henry David Thoreau, *Walden*

To "promote the advancement and dissemination of a knowledge of and education in the science of physics, pure and applied..." — from Institute of Physics Royal Charter

The juxtaposition of a quote from Thoreau and from the IOP's Royal Charter are not so odd as it might seem at first glance: We at the IOP are very excited about electronic media possibilities, and how that might enable us to encourage the advancement of pure and applied physics, as well as encourage men and women to find careers in the challenging world of physics. At the same time, we must protect the reliability of physics literature; help to prevent the duplication of effort by researchers; remember that *fast* delivery of information does not guarantee accuracy; find a way to move the most beneficial aspects of peer review forward to an impending electronic environment. Nearly all of us enjoy the idea of: "faster than a fast thing" when it enables us to perform our jobs at a higher level, but Thoreau reminds us ("They are but improved means to an unimproved end ...") that fast is not necessarily *better*.

The Institute of Physics Publishing's efforts in electronic publishing date back to, circa 1992, and specifically to IOP's involvement in the **SuperJournal Project** (1993) which was then led by IOP's, Dr. **David Pullinger**. We've seen rapid progress in our electronic media efforts during 1994, and the pace has accelerated during 1995. A salient event took place in September 1994 when one of IOP's core journals, *Classical & Quantum Gravity*, went online (available at WWW, Gopher and by e-mail). The online version has full text, including math and figures; the back file goes back to January 1994 and forward to three weeks prior to publication.

At IOP, there's been a desire to stay in the forefront of electronic publishing, and we have been fortunate to have leadership within IOP Publishing, IOP Board of Directors, and support from the 23,000 members of our (not-for-profit) society toward developing our expertise in a rapidly changing electronic environment.

We have come a long way on the technical side of the electronic journal. However, there is still a long way to go in dealing with pragmatic business issues such as customer support, publishers' future investment, cooperative efforts between publisher and serials vendor, and pricing. We are in the midst of continued, severe materials budgetary constraints in the library community, as well as proliferation of scientific literature. It might turn out that the technical hurdles we have to jump are more easily dealt with than a

reconfiguration of day-to-day business activities between publishers and librarians, serials vendors, and readers. Our former Managing Director, **Anthony Pearce** (now retired) sees the site license as a beginning step in solving these business-related issues.

The site license is seen as a vehicle that will enable all parties (STM publisher, library community, serials vendor and reader) to adapt in a rapid transformation from the print model to the electronic model. Also, the site license concept can provide a stable business platform; the library community and reader will receive the traditional journal (archive and integrity of the text protected) plus significant value-added electronic journal features (24-hour access, zoom, Boolean search, pre-pub articles), and the serials vendor/publisher relationship can be strengthened as well as re-examined.

All through this process, IOP has consulted with librarians, scientists and students to determine what are the best ways to move forward along the electronic media "track." For example, three years ago we formed a Library Advisory Council in North America, and we are in the process of forming a similar council in Europe in the near future. We've tried to find out what the library community's needs are, and how we might attain those needs. Our membership and our readers want to be in a position to use electronic media to benefit their activities in physics and engineering.

This spring, IOP made another leap forward in electronic media: *Physics Express Letters* online) which represents letters and rapid communications from twelve of IOP's core journals. We have waived the fee for *Physics Express Letters* (PEL), and there is no charge for access during the remainder of 1995. PEL retains the look of a printed article including equations, tables and figures. There's an easy to use search engine, and it is easy to download files.

IOP's electronic media development team, led by our Business Development Manager, **Anne Dixon**, is moving forward very quickly: during the spring of 1996 all IOP journals will be available online! IOP electronic journals have a number of features that enhance their effectiveness to the scholarly community: e-journals will be available on WWW (24 hours a day); full text, math and graphics; flexible search and browse facilities (such as zoom and thumbnail); all researchers at the subscribing institution will have access; and these formats will be available, HTML for headers and interface, Adobe Acrobat PDF and Postscript, as well as TeX for appropriate journals.

Institute of Physics Publishing along with **Academic Press**, a consortium of **Blackwell Publishing** companies and the **Higher Education Funding Councils** for England, Scotland and Wales (HEFCE) will be launching an experiment: the *first national* site license in the world beginning in January 1996. The experiment is scheduled to run for three years.

When we say, "Faster Than a Fast Thing" (FTFT) we were thinking of our IOP, WWW, Bristol based Server, yet this analogy can also describe the pace of IOP electronic media developments. One would hazard a guess that even the late Henry David Thoreau might be quietly impressed by some of these "Fast Thing(s)." Yet, our challenge remains, to take all the good things that are represented in (current and past) STM (scientific, technical & medical) publishing, and bring them forward into a new world where accurate information can be exchanged at speeds that are incomprehensible to most of us.

When you get a chance, please check out our URL: <http://www.iop.org>.



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Op—Ed — Opinions and Editorials

Mere Words along the Superhighway — Sex and Cyberspace

by William J. Hamilton, III <WHamilton3@aol.com>

Lust is a four letter word, but nobody seems to be worried about words. A few weeks ago one of my correspondents on the Internet informed me that he couldn't really get an idea of what a web page I helped develop looked like. The religiously affiliated college he attended, like most institutions of higher learning, is putting its students on the information superhighway. At his school, however, there are no pictures. The trustees of his institution want to protect their students from the temptations of cyber sex, the over hyped combat zone of the Internet. (The Combat Zone was the popular name of Boston's porn district, which was also over-hyped and later eroded away to more profitable development).

There must be sex on the Internet somewhere, waiting with heaving breath on some obscure gopher site or slathered across the grainy graphics of a web page. Every major smut magazine is online now. I read about their pages in the newspaper, but with all that steamy stimulation only a point and click away, I still haven't gotten around to looking at it. Of course, cyber smut isn't really a point and click away, at least for those poor dupes like me which are still sucking the web through overburdened servers at 14.4. I would have to put some carefully contrived query into a search program, Web crawler or Yahoo, which would return hundreds of references. There would be dozens of pages

about sex discrimination, animal husbandry and all of the other places where that topic of existence has incriminated

dental presence. Eventually I would find something titillating at which to point my browser. Then would come the nearly endless spinning of Icons which computer programmers have created to fill our wasted time. The site would probably be overburdened if it is really meaty, or empty and pointless if dull. Undoubtedly there would be a series of slowly loaded duds. Minutes of waiting would connect into hours of searching. What you really want is always the next link away. I would probably get one of those varied Internet errors I already gather from all over the world looking for FCC rulings and the local weather.

I just haven't had the time. I already have access to more than I can understand. Why should I spend hours picking around after something that was fairly well explained by the movies in gym class in the 6th grade. (They were VD movies, we didn't learn sex made women pregnant for over a year. In the 1960's Charlestonians could still not know that in the 6th grade.) At my friend's quiet little college you can only do all of this without pictures. The Trustees believe he is safe. He can't get pornography, because he can't get pictures. He can't get a map of the Battlefield at Antietam; Le Web Louvre or those old KGB documents everybody gets to look at now either. All he gets are mere words. Mere words, of course, launched the Republic with the Declaration of Independence and *Common Sense*. The Constitution and its profligate offspring, the United States Code of Laws have no pictures. Most of the people rotting in the political cells of less developed countries are guilty of distributing mere words.

I have been looking at pictures since I was in the cradle, but when Miss Black helped us get the hang of "See Spot run" in grade one at Orange Grove Elementary School, I knew there were larger possibilities. A picture may say a thousand words but five hundred pictures don't make much of a novel. When I met the insert and delete key in college on a Compugraphic VDT 100 word processor and realized all the effort could now go into the words in-

stead of the typing, I knew a revolution was on the way. Meeting my first draw program didn't produce that type of excitement. Virtual reality doesn't either. Words affect reality. Words are the only sure way to get people to think. Everything really dangerous or exciting starts that way.

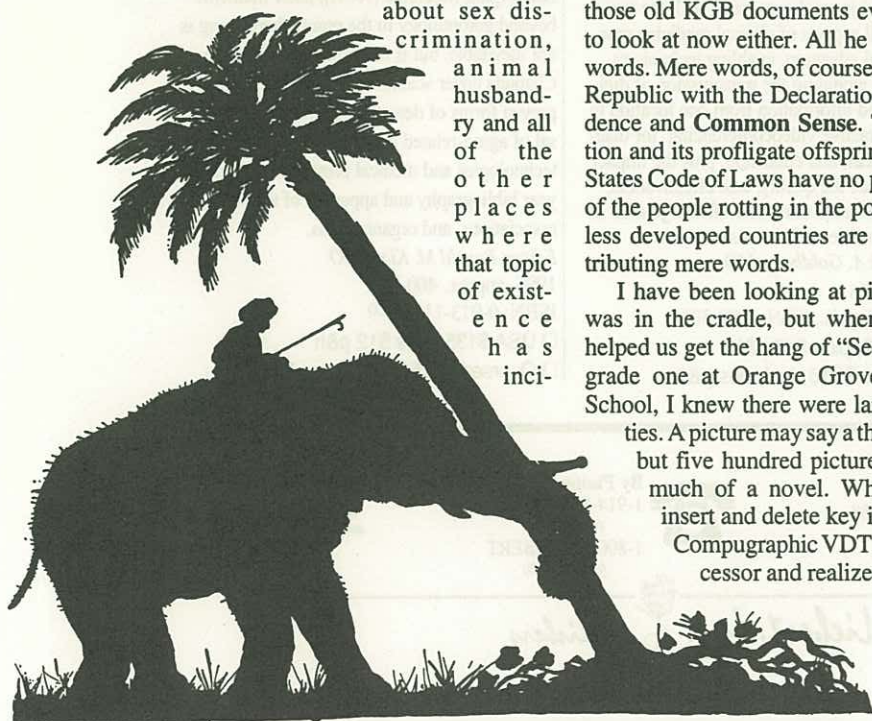
In a world saturated with graphic information, it is not surprising that a group of people decided keeping out the pictures would keep dangerous eroticism away. Lots of

"Words are the only sure way to get people to think."

people stopped reading the words a long time ago. Sometimes it seems the only people still insisting they read are those claiming they buy *Playboy* for the articles. Maybe they do. There have been some good articles in *Playboy*. At least the people who printed them, who could have filled their pages with more pink pictures for less money, but decided to run interviews instead. Remember that words are important. After all there are no pictures in my edition of *Lady Chatterly's Lover*, there is only a thin collection of maps in my *Bible*, my edition of Shakespeare has only one illustration, that of the Bard himself. Those words have been sexual, spiritual and memorable. People have been made angry enough to censor all three, just because of the words they contained.

If a college can't remember that words matter and indulge in the delusion that only pictures are dangerously erotic, I decry the shallowness of their understanding and pity the quality of their foreplay. Their students will doubtless engineer a way around the problem. With wireless communication and computers, everything can go everywhere now. The students will undoubtedly delight in circulating information about their successful frustration of prudery on some of the 3500 Usenet newsgroups which nobody will probably read. The belief that words have lost their capacity to arouse and corrupt however, is more dangerous than any 256 color GIF image of Miss April. A college should know better. 🌴

William Hamilton (whamilton-3@aol.com) is an Attorney and Writer in Charleston. Some of his work can be found at <http://ncwa.org/palm>.



On The Street

A Survey of ATG Subscribers: The Effect of Electronic Access to Periodicals on ILL

by **Barbara C. Dean** (Fairfax County Public Library); **Eamon T. Fennessy** (The Copyright Group); **Anne Jennings** (Sinkler & Boyd), and **Kathern J. Miraglia** (Catholic University of America)

Send comments to **Barbara Dean** at 703/222-3139. Fax: 703/222-3135 or Internet: bdean@leo.vsla.edu

The question is no longer are the library's functions affected by electronic access to information, but rather how much are traditional functions affected. For this issue, your investigators asked how interlibrary loan has changed. Subscribers at 25 institutions responded to our questions concerning how periodical articles and government documents are acquired for patrons, and their cost.



1. How does your library acquire periodical articles — via ILL, document delivery, the Internet, or another way?

Traditional ILL remains a primary source of periodical articles for most of the libraries surveyed. Three libraries use ILL alone, while ten others use ILL most often. Nine libraries use ILL and some kind of online document delivery. Four use ILL, online document delivery, and the Internet. Three libraries use document delivery or Internet most often. Two other methods libraries use for retrieving articles are CD-ROM products and faxes from co-operating libraries.

One librarian, whose library uses ILL and commercial document delivery, noted she sees a trend toward greater use of document delivery. A special library has given up using ILL, because document delivery is so much faster. Another person observed that, because document delivery is still in its infancy, companies sometimes promise more than they can deliver.

2. What is the average price of documents retrieved?

The answers to this question displayed quite a range from free to as much as \$40, depending on the source. Four respondents said articles were free or usually free when received via ILL. Prices quoted were \$5, \$7.75, \$8, \$8.50, \$12, \$13, \$15,

\$18, and \$20 to \$40. One person noted the cost at their library would be going down once they had a customized gateway to their vendor.

Several people noted that, as acquisitions librarians, they either didn't know the price or document delivery was not their concern, certainly a predictable response from those working in libraries where acquisitions and ILL are two very different operations. Perhaps acquisitions and ILL are not being merged very often despite the discussion in the literature. Other "don't know" responses revealed a weakness in the way we phrased the question because people assumed we were asking not for the price charged by the article's source, but for the total cost to the institution including staff time. The person who said there were too many factors involved in pricing may also be part of this group.

3. How does your library acquire government documents?

Fifteen respondents work in either depository or partial depository libraries making the acquisition of government documents much less of an issue. Thirteen respondents do acquire some documents through direct purchase. Two libraries use ILL only; one uses a commercial vendor; while another uses Internet. Two respondents said they use documents available in nearby institutions.

Survey respondents included the following people:

Diana Black, Augusta College
Christian Boissonnas, Cornell University
Geraldine Collins, University of North Florida
Michele Crump, University of Florida
Carol Demos and Anne Pardo, Simmons College
Bobbie Lou Dalton, Davidson College
Elaine Downing, SUNY at Oneonta
Daniel Evans, Lafayette College
Dina Giambi, University of Delaware
Jane Hobson, Georgia State University
Emily C. Hutton, Colgate University
Marian Jackson, Tyler Junior College
Connie Kelley, University of Virginia
Kathy King, Monsanto Chemical Company
Susan Kuykendall, Monmouth College
Amy Morrison, Swarthmore College
Janet Robinson, Charleston County (SC) Public Library
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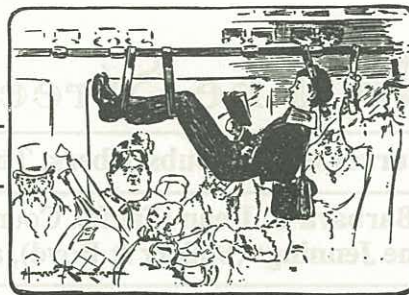
Innovations Affecting Us

MLA, SLA, ALA - A Buyers' Guide to the Exhibits

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by **Judy Luther**

This is the first year I've had the opportunity to attend all three conferences and to assess them from the perspective of "who's attending and what do they have to offer." Two of the three had an international orientation and all three focused on technology with the World Wide Web as a hot topic.

Each meeting had its own flavor, with a different mix of exhibitors. I decided to analyze the three conferences and grouped exhibitors into eight basic categories: 1) publishers of print/CD-ROM, 2) online database producers and access software, 3) multimedia programs and supplies, 4) furniture, shelving and equipment, 5) library automation and tech processing support, 6) booksellers and serials agents, 7) government agencies and associations attending for membership, 8) consultants, service providers, document suppliers, translators, other.

Vendors logically fell into one of these categories, and it was relatively easy to determine why they were exhibiting. I was surprised that publishers were consistently the largest group of vendors at each of the conferences. ALA exceeded 54% while SLA came second with 44% and MLA was third with publishers comprising 40% of the exhibitors.

Since these analyses were performed based on the conference programs, totals will not match numbers announced onsite. Consider these figures an estimate of relative proportions for each category. For each conference I've selected one or two vendors who offered products/services that distinguished them and mentioned them here.

****MLA****

The theme of "Health Information for the Global Village" actually covered two meetings. The 95th Annual Meeting of MLA, May 7-10 was immediately followed by the International Congress on Medical Librarianship, May 10-12, 1995, in Washington DC at the Hilton. Normal exhibit hours were extended to five days with longer hours to accommodate both groups.

Of the 124 exhibits, online/software vendors were the second highest category with 18%, followed by government/associations 12% and materials vendors 9%. The smallest category was equipment and furniture.

One of the uniquely appropriate exhibits was **Virtual Anatomy**, which is a Division of **American Digital Systems, Inc.** and is based in Salt Lake City, UT. **Virtual Anatomy** of-

fers a three-dimensional view of the entire skeletal systems with the option of selecting and enlarging specific bones by simply clicking on them. You can rotate the bones, look at six different views (superior, inferior, medial, lateral, anterior, posterior) and have the terms correctly pronounced with the audio feature.

Designed as a teaching tool, **Virtual Anatomy** is a collaboration of **Mark Nielsen**, anatomy professor at University of Utah and **Nephi Walton**, the project director who has a background in anatomy, computer programming and computer graphics. Future projects are intended to cover the entire human body. For more information, contact **Virtual Anatomy**, 159 West Broadway, Salt Lake City, UT 84101, ph: (801) 534-7545, fax: (801) 363-4153.

****SLA****

The "Power of Information Transforming the World" was the theme for the 86th Annual Conference of SLA held in Montreal, Quebec, Canada from June 10-15 with four days of exhibits.

SLA had the most online/software vendors (with a total of 41). It was their second highest category at 16% of the exhibitors and is indicative of the need for the most current information delivered to the desktop of the user in the corporate environment. Consultants, document delivery services, and translators comprised the third highest representation with 11% followed by the vendors category (booksellers and subscription agents) at 8%. The smallest category was multimedia.

Two companies, not represented at other library meetings, focused on information retrieval and delivery. **SandPoint Hoover** is a comprehensive business intelligence system for users of **Lotus Notes**, their business partner. **Fortune 1000** companies, use the software as an "Information Agent" to search, retrieve, and integrate information from multiple sources, including live newsfeeds, external online databases and internal intelligence. To learn more about **Hoover**, contact **SandPoint Company**, One Canal Park, Cambridge MA 02141, 800-775-4442, fax: 617-868-5562.

Newsnet is one of the information databases accessed by **Hoover**. Located in Bryn Mawr, PA. **Newsnet** provides access to more than 800 business sources in more than 30 industries. Utilizing a graphical user interface with concept searching and relevance-ranked output, the end user can view full-text articles delivered to their desktop. For more informa-

tion contact: **Newsnet**, 945 Haverford Road, Bryn Mawr PA 19010, 800-952-0122.

A competing service is **NewsEDGE**, from **Desktop Data, Inc.** Designed to run on all desktop platforms (e.g. Windows, Lotus Notes, MAC, UNIX) and all major networks operating systems, **NewsEDGE** delivers real-time information to the desktop. For more information contact: **Desktop Data, Inc.**, 1601 Trapelo Road, Waltham, MA 02154, Ph: 800-255-3343.

****ALA****

"Libraries, an American Value" was the theme for the 114th Annual Conference of ALA held in Chicago June 23-28 with four days of exhibits.

Following publishers, ALA's next largest categories of exhibitors dropped dramatically. Multimedia comprised 11%, equipment and furniture 9%, while automation and materials processing were 8%. Online/software was the smallest category, less than consultants or government/association exhibits.

Among the exhibitors attending to promote their organizations, I was surprised to see the **Boy Scouts of America** and **AARP**, the American Association of Retired Persons. In addition to the more traditional library products and services we might expect to see at ALA, there were two vendors who caught my attention.

HumanWare ... the link between technology and people, offers products for people who are blind, visually impaired or learning disabled. They provide Braille machines, low vision aids and scanners, and speech synthesizers. **Jim Halliday**, the President and CEO, is passionate about their objective to provide "easy-to-use products and tailored services that unleash creativity in the human spirit, resulting in higher productivity and effectiveness." **Humanware, Inc.** is located at 6245 King Road, Loomis, CA, 95650, ph: 800-722-3393, fax: 916-652-7296.

Finally, touchscreens are moving from the malls into the library, thanks to **TTSS Inc.** in Rockville MD. **UC San Diego Library**, **UC Irvine Science Library**, **Chicago Public Library**, **LA Public Library** and others are using the **Selfinform** system to provide quick and easy access to categories of questions such as: areas in the library, books and locations, events, "how do I?". In business since 1980, **TTSS** is the largest developer of custom-designed interactive information systems in the US. They can be reached at 11910-G Parklawn Drive, Rockville, MD 20852, ph: 301-230-1464, fax: 301-230-1467.

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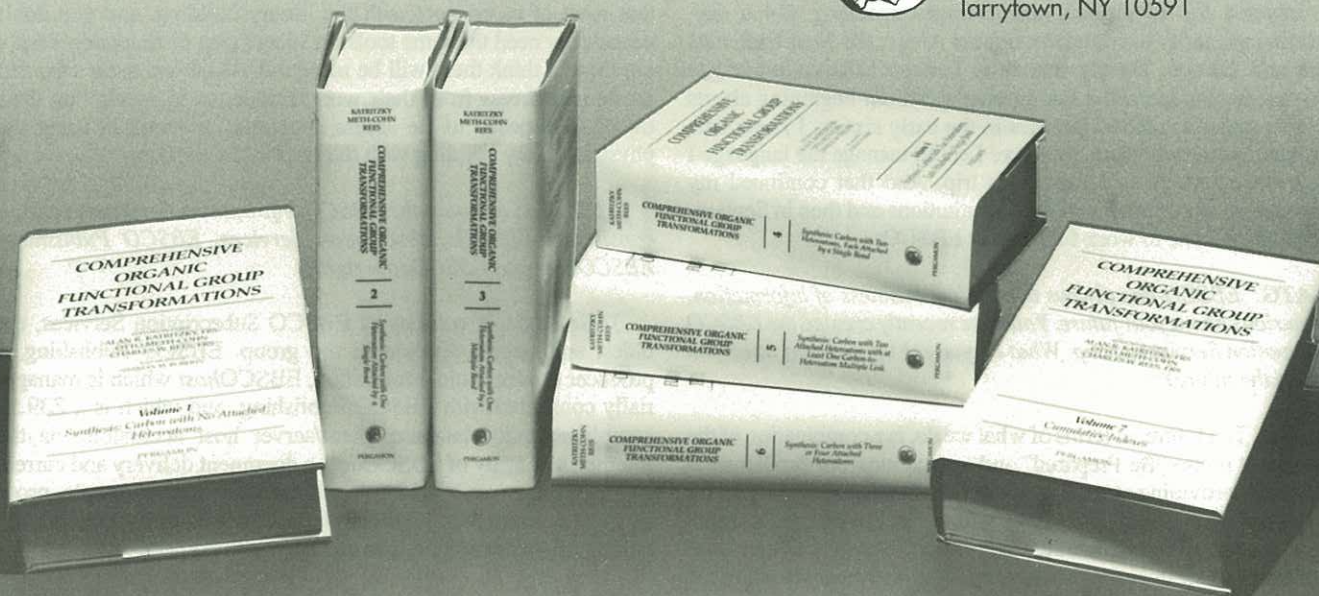
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Interview with James T. Stephens

President and CEO, EBSCO Industries

by Katina Strauch

It was a bright and sunny day. The airlines were packed with people returning home after the Labor Day holiday. And it was a great time to interview the fascinating man who is behind EBSCO Industries. — KS

ATG: Tell us about your background. Did you go to school here in Alabama?

JTS: I was born in Birmingham and went through secondary school here. I went to Yale and got a B.A. in history, and as was required at that time, had a stint in the Army Infantry, and then went to Harvard Business School and got an M.B.A.

ATG: When did you join EBSCO Industries?

JTS: I worked in the summers during high school and had the interesting job of being a door-to-door magazine subscription salesman across the Southeast for EBSCO — my father founded the company. I worked from Virginia to Louisiana selling day by day on straight commission, which was interesting but very hard work. We worked six days a week and you earned what you sold. I worked in other jobs around EBSCO, so I had a sort of natural exposure. After I finished my M.B.A., I had a friend from Birmingham who had also finished his stint in the Army, and we decided that if ever in our lives we would have an opportunity to travel and see some of the world, it would be before we permanently went to work. So with some money we had saved we traveled for 15 months and averaged spending \$14 a day, traveling primarily overland throughout Africa, the Near East, East Asia and Europe. During that time I made calls on university libraries, having learned a fair amount about our beginning efforts to serve major academic libraries in the early sixties. I knew who our major prospects were, so where I could manage the language I made library visits as I made this trip. And that continued my exposure to subscription service to institutions and then in September of '65, I came to work full-time at EBSCO.

ATG: EBSCO has always been in the business of information. I'm curious about your future. You have recently created the EBSCO Information Services group. What do you see up the road when you look to the future?

JTS: The future, in terms of what we do, is a combination of the Boy Scout motto "Be Prepared" and maintaining our fundamental mission of providing service to institutional consumers — libraries and information centers on the one side and publishers and producers of information on the other side in the overall activities connected with disseminating information. It's very clear we are in the midst of a real benchmark technology change with regard to the production and dissemination of information. And there is a lot of



uncertainty from all the participants — from the authors to the users of information — as to how one can most conveniently get the information they need. And there are technological changes yet to occur that will shape how all of this will mature. We want to be prepared, and we take steps to stay on the edge and learn as we go, but we keep foremost in mind that our role is to facilitate the production and dissemination of information, and we don't want to forget that serving our customers' needs is what should guide us. So we'll take it step-by-step, be uncertain, be prepared, but continue to embrace the mission of wanting to help with both the production side and the distribution side of information.

ATG: There's a big trend towards taking down the traditional hierarchy to access to information — a lot of people bypassing libraries and bypassing publishers and publishing on the Internet — disintermediation, if you will. What do you see as significant about that trend?

JTS: I think there will always be a need for help in identifying information and in sourcing it. But I also think the technological capabilities and the educational and cultural shifts as people learn a new technology will take time to come about. These shifts related to new technology will definitely bring about new methods for accessing information and using the library. As information moves more and more toward being digitized and stored electronically, you don't necessarily need the physical shape that most of us connect with the library building, and you don't necessarily need the same tools for identifying or accessing what's out there. I think there will be more individual end users who can locate and access from their workstations, so to speak, "on their own," as opposed to the access steps that one took in using the physical library building with the staff in the library.

ATG: Tell us about the EBSCO Information Services group. It consists of EBSCO Subscription Services, EBSCO Publishing, EBSCOhost and EBSCodoc, right?

JTS: Right. It consists of EBSCO Subscription Services, the oldest and largest division in the group. EBSCO Publishing, a producer of electronic information, EBSCOhost which is managerially connected with EBSCO Publishing, and which is a Z39.50 compliant, multi-database client/server host accessible via the Internet, and lastly of EBSCodoc, a document delivery and current awareness service. Working together, this group of people, products and services will help bring forward more integrated information management solutions to our library customers.

ATG: You continue to gear your services toward the library
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rather than to the end-user. You think that is a strong, viable market?

JTS: Our experience and expertise connects with institutions — with the library, which, in turn, has a clientele or a group of consumers. And so we have stayed where we feel we have the greatest expertise and experience. But I think in doing that we will also, with electronic information, be working through libraries directly with individual information consumers who are connected with these institutions and that can get rather expansive. For example, if you have Salisbury, North Carolina, and there's a public library, a school system, a community college and a corporate library or two, and they develop cooperative information resources and open them to the community so people can access and use information at home, then you find yourself stepping out to define the institution's clientele in a much broader way. We don't want to try to be anything we cannot be, but we also want to be very open-minded to any sensible opportunity to provide services with regard to information. Libraries touch everyone, and when you're working with libraries, you end up working with information consumers through them.

ATG: EBSCO Industries has acquired quite a few companies during your tenure. What enters into the decision to acquire another company?

JTS: Both within our information business activities and in other parts of EBSCO, we have occasionally made an acquisition because we see this as a valid way of growing to extend our services to a broader geography, to new categories of customers, or to bring in people with skills that will broaden the services that we can offer. So we will consider an acquisition, inquire of someone about whether they are interested in selling, and pursue it if it seems to fit financially and strategically with directions in which we're trying to go. It always takes a willing seller and a willing buyer.

ATG: Is the information side of EBSCO Industries the most lucrative side?

JTS: If you look at our business activity, the information business is the largest segment with which EBSCO is involved. With regard to the question of relative financial value or what is most lucrative, I would say the information business is not as lucrative as a lot of other businesses. All businesses have different elements that determine how much investment you must make to fill the needs of your customers, and they vary in the way they perform financially, whether you're looking at return on sales or whether you're looking at return on investment, the assets that it takes to run the business. We are in a number of light manufacturing businesses. We have to continuously buy machines and equipment, and sometimes build large buildings to house the equipment and the work force. And aside from the tremendous demand for computerization in the information business, it's not as capital intensive a business as converting raw materials to finished products. So every business really has a different set of economic circumstances.

ATG: Let's talk about EBSCO Information Services a little more. Would you talk about the partnerships that you have formed and are forming? Within the last year you formed a partnership

with OCLC and with Lotus Notes and there are no doubt others that I'm not aware of.

JTS: We prefer to develop our own resources and to control and manage all of the elements that go into providing the services that we offer and, therefore, may not be as partnership-inclined as many companies. A lot of people want to talk about partnerships. I've seen more commercial partnerships destroy businesses and organizations than I have seen work, because an organization needs to be able to have a cohesive mission, to make decisions in order to do what it's going to do and to proceed, and when you get a divided authority, when you have incomplete control over the resources

necessary to do what you're going to do, you can get stalemated, which can be very costly in terms of an organization's ability to operate.

The first and foremost partnership that we had in the information business was with this vast array of publishers which are part of the information production chain. And you must have relationships with these publishers. Some companies have tried to vertically integrate from the forest to grow the trees, to bring them down, put them in the paper mill, and try to control the stores where the paper was sold, but it's extremely difficult to be completely integrated vertically in producing any service for people.

Probably the most important partnerships in EBSCO in recent years have been with the third parties to the dance floor, the producers of integrated library systems, where for the convenience of the customer, the subscription agency, the automation provider and the customer must cooperate in developing requirements, managing records and exchanging information. We currently have 143 interfaces with 70 systems. It's hard work, but it's absolutely essential to help serials librarians manage the information about their collections and to do that efficiently. The agreement EBSCO Publishing has with OCLC for the processing of full-text information in image form is a cost-sharing partnership in that it made no sense for both of us to scan full-text information and put it in image form. We will compete in selling the images through FirstSearch on the part of OCLC and through EBSCOhost and our CD-ROM products on the part of EBSCO, but we simply decided that in having to convert the output of the publishers to image form, it made sense to share the cost. So we're partners in the cost-of-production side but we're competitors on the distribution side. Of course we also have the partnership with The British Library, and we like their citation database because it is filtered by their experience as to which journals incur the greatest demand for articles. We also maintain the ADONIS database of biomedical and scientific journals. And we are delighted about the partnership with Lotus, which I would call a distribution partnership. They have a great array of corporate customers and we are a secondary publisher and extremely pleased that in competition for general reference, abstract, index and full text information they selected EBSCO as a source. They give us, as a publisher, a distribution channel primarily into corporations and the consumers within those corporations, and while we do most of our own selling, in that particular case it was in our interest to try to benefit from the inventory of their customers. So we have partnerships, but generally speaking we would prefer to develop our own resources and to manage and control those as we deliver services and take direct responsibility for what we produce.

ATG: An interest of mine is the negotiating of contracts with

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publishers for electronic information. How closely are you involved with that?

JTS: I was the general manager of EBSCO Subscription Services (ESS) until about 1987, at which time **Dixon Brooke** became the general manager of the U.S. Regional Offices and some other operations. The operation in Canada reported to me until a year ago and the operation in Europe still reports to me, so I am very close to ESS and have always found it a fascinating and extremely enjoyable business. In the last seven or eight years, with regard to our information activities, most of my personal time has been spent working with EBSCO Publishing and trying to make us an effective secondary publisher. It has always been appealing to help your subscription customers identify what is inside of all of that paper that they procure and maintain in the libraries, and it has always seemed somewhat natural to me that the subscription agent could be a helper. So we wanted to be a secondary publisher, and ever since we had the opportunity to start by an acquisition of a small firm in Massachusetts we have put a great deal into developing EBSCO Publishing.

I think there are two EBSCO activities or strengths that we feel are very beneficial and generally unrecognized, and that we continue to work to communicate. Number one, we think we are a clearly a stronger source for non-North American journals for North American libraries than many of the agents based overseas in that we have a network of eight offices in Europe and five in East Asia. We have 29 offices around the world staffed with very effective individuals who share our information network, so that a librarian in New Mexico can claim an Italian journal by contacting an American service representative by e-mail or telephone, make the request in his or her own language with the convenience of his or her own time zone and then have EBSCO relay that request within its network to its personnel in Turin who can call the Italian publisher with no time zone difficulties, and speak Italian to resolve the service need. This is a communications convenience and a service value, which we do not see anyone else offering as thoroughly. However, there is some thinking that promotes using country of origin suppliers. So we don't think our strength as a source for the 256,000 journals in EBSCO's title file is recognized as fully as it should be.

Secondly, we do not think our publishing activities are yet as recognized as they deserve in that we are typically seen within the library world as a subscription agent. This is very understandable. We are also, however, a major general reference secondary publisher and processor of electronic full text. We author about one million abstracts a year, and this covers approximately 3,000 general reference journals — although it's now getting beyond general reference — and have approximately 1,500 electronic full-text titles under agreements with publishers, whereby we are processing full-text to put it in ASCII and/or image. But we are not as clearly seen as a publisher yet. We aspire to greater recognition as the effective publisher we think we are.

One thing that is interesting to mention in terms of trends in this area is the great increase in the number of publishers now granting us full-text rights to their journals. We had rights to about 500 journals a year ago and now we have rights to more than 1,500 — we've been working hard at convincing publishers that this is the way to go and it seems that many of them are getting more comfortable with the idea.

ATG: *EBSCO Publishing and EBSCOhost seemed to happen when many of us were concentrating on other things. Maybe you'll make a bigger impact over time because it won't be just a fad.*

JTS: I think it's difficult if you are recognized as a provider of one product or service category to become recognized as a provider of something allied in a substantial way, because people lock you into their perceptions in a certain way. We have put a lot of effort into our publishing activity and now have 35 proprietary databases that we're producing, with abstract and index information that we author and originate ourselves. We license other publishers' databases in addition and will certainly do that for EBSCOhost — it will be a menu of databases, and we will be judged by the convenience of our search and retrieval interface and by our ability to coordinate with telecommunications and custom configurations that large public library and university systems need. We think it's natural to help identify what the user needs and that's what secondary publishing does — it's the serials' equivalent of the card catalog. Our systems tie our current awareness databases to document delivery which in turn we can help coordinate with subscription management. Integrated information choices are something we think is a service to customers and can be a good business, and we've put a great deal over the past seven or eight years into positioning ourselves to be good at that.

I guess one thing that's been kind of interesting for us is what in the business world might be called the selling of futures. You can observe organizations with regard to the extent that they talk about what they envision having, actually plan to have, may be developing, or actually have. When do you present and talk about a new service or a new feature? Traditionally, we have said, "Do it and then talk about it." There is some aggravation when you appear not to be as able against one who is talking long before they can do. In the electronic publishing field there is a greater demand to talk about what you are planning and developing. Because it moves so quickly, if you had actually waited until you had tried, smoothed and matured a new product before you began to talk about it, you would be so far behind the curve in simply keeping your customers and prospects aware of what you're doing, that it would not actually be good communications. So we're trying to get comfortable with talking about what we're planning to do which has traditionally not made us comfortable. We will continue to be careful about saying what we can do and plan to do, and we want to stay that way because we do not want to get our offerings out ahead of our ability to follow through and deliver. We look at the long run. The long run is a customer relationship, not a sale, not an order. And customers value you and give you loyalty if you do what you say you're going to do repeatedly.

ATG: *Are there a lot of different types of library customers in your secondary publishing business?*

JTS: As a general reference secondary publisher, we have found our products useful to all libraries because all libraries consume general reference information. We are now more prominent in the school and public library categories because that's where our initial marketing efforts were, but we have many academic customers, and with the release of EBSCOhost, with over 1000 journals online in full text, and with our development of a larger menu of databases, our activity with the academic community will increase. I think we have a unique opportunity within the academic community with the integration of several channels of information ser-

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vices. For example, the subscription channel needs to be coordinated with the document delivery channel, which automatically requires current awareness in order to function well. Information managers, I've always thought, shouldn't look at their budget as "How much am I spending on books, how much am I spending on subscriptions, and how much am I spending on CD-ROMs?" They've got a certain amount of money they can spend on information, and they, working with their faculties, should decide where and in what form they should get information, regardless of the medium. The medium will change. And we want, with regard to serially produced information to be able to cooperate with libraries in offering full-service for managing the coordination of the different channels by which they can procure that information. I think that either through good planning or just by convenient accident we have positioned ourselves to be able to help the institutional consumer with several channels of consumption for serially produced information.

ATG: Have you thought about any archiving roles you could play for publishers and libraries?

JTS: Yes. In fact, we already archive both print and electronic text as part of our normal business activities. For example, at EBSCOdoc we currently receive more than 29,000 journals from many publishers and we archive for them and use the issues to fulfill document delivery requests. We've been doing this for a

"[There has been a] great increase in the number of publishers now granting us full-text rights to their journals."

number of years. The collection fits well with the 25,000 or so titles in the *Current Citations* and *ADONIS* table of contents databases, both of which we also offer for current awareness and document delivery. With our EBSCO Publishing and EBSCOhost operations, we maintain cumulative archiving of index, abstract and full text. Some companies delete the older data every two to three years. We don't. And, when we add titles to our databases, we try to add the previous two years of coverage to the current year's issues. So we are archiving as a natural part of our business operations. While there are some ongoing discussions about the shelf life of electronic data, I believe the technological issues of preservation quality and security will be satisfactorily answered and eventually will reduce the current costs in libraries associated with preservation and binding of paper-based information.

ATG: Can you talk about publishers — your work with them over the years — how it's changed and what might happen in the future?

JTS: I think the production side of information, the authors and the publishers, will migrate technologically and perhaps, therefore, organizationally as much as the consumer side will migrate because of the technological evolution in information. We, interestingly, print about 150 journals at our two commercial printing plants, EBSCO Media and EBSCO Graphics, in Birmingham and in Oklahoma City. We serve other printing markets as well, but we market to and serve periodical publishers by printing journals of the size that will fit our equipment. So we are continuously receiving input from publishers with the job of typesetting, laying out and converting the information into a printed journal. This gives us an interest-

ing insight into the product of information. We are not a primary publisher, but through this work we learn a lot about publishers' internal processes as they interface with authors and make decisions as to what will appear in the next issue.

I think publishers want to disseminate what they produce in as many ways as possible for the obtaining of revenue and for the mission of spreading the information. The printing community will

"I've seen more commercial partnerships destroy businesses and organizations than I have seen work."

now calling on publishers and saying, "Not only can we put this in paper form for you, but we can help you manage your content so that it is electronically archived in a way that in the future you're in a position to distribute it however the marketplace wants it." All of this, I think, will continue to move more full-text toward being available electronically.

But the challenge is not for the giant, well organized, well financed STM publishers, who primarily depend on the library community for their circulation, or the large consumer publications that are household names. The challenge is for the thousands of small, sometimes part-time publishers, who have valuable niche information with small circulations, but nevertheless are very important to the librarian. With regard to publishers, one of our frustrations falls into the category of what I call cherry-picking. We have always quested to be a full-service subscription agency, which means we take the easy-to-handle journals, but we also take the difficult. And the true test of a good subscription agent is not who can handle the easy and most lucrative titles, but one who can do a good, across-the-board job and take care of the extremely tough journals that come out of publishing organizations that perhaps have 99% of their circulation with consumers other than libraries and who often consider libraries troublesome because they're the only ones who claim missing issues, or that are part-time and very casual about the commercial side of their publishing activity while being extremely dedicated to the content and editorial side.

The European agents who come to the U.S. and say, "Let me handle your major STM European publishers," but who perhaps are not asked or who decline to handle the extremely small European publishers, any of the vast number of North American publications from other parts of the world, clearly take the most expensive journals which mainly come from very large, well organized STM publishers who are effective at handling claims, who get most of their circulation from libraries and are very library oriented. If we have a client who places these more expensive, more predictable, and easier-to-handle journals, with an agency because of its geographic location, and we are left with the difficult or low-margin titles, then there must be a price adjustment because as with any business, fundamentally you have to get enough revenue to cover the work you do. And so this is an issue today in that we have some companies trying to offer service on a select list of titles, and some librarians don't see, or perhaps they've not yet seen, that if they split the best from the rest and ask an agent to handle the more difficult, then they are not really gaining because they're going to have to pay a higher price to get the appropriate service on the difficult titles.

The publishing world is extremely diversified. It always has been. I do not think it will be dominated by a small group of publishers. The publishing world will stay diverse. We work at having good relations with all publishers, and I think we do. Good relationships are absolutely mandatory for us to do a good job for our customers.

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ATG: So what is your strategy for the corporation?

JTS: Our mission is to be a successful participant in the production and dissemination of information, and we are very aware that our prime responsibility day by day is to be excellent in every aspect of our subscription service, because this is what most of our customers consume. We think it is the way that most information is still consumed, and that a good number of methodological improvements and conveniences can still be brought to bear when purchasing subscriptions from publishers, having those successfully delivered in print by mail and in managing those resources in libraries. Subscription service is not static, and its processes still consume a lot of the resources of libraries, both in terms of the money they disperse, but probably more importantly in the personnel and system resources they have inside the library. That's our first priority when we come to work each day because that is the major activity we manage for our customers.

Second, we want to be prepared as technology changes. We think there is an abundance of opportunities and we have invested and are investing in providing information electronically to give customers the choice. During a recent visit with a librarian I was told that the institution wanted full text at the users' workstations. All may not share that view, but many do. We will work in that direction. We are financially sound. We are willing to invest. We are willing to try. We are willing to make mistakes, learn, and regroup. Our EBSCO Publishing business is going well. We're very pleased to see it's growing rapidly. We have over 600 loca-

tions and several thousand online terminals accessing EBSCOhost for general reference, current awareness and full text, and it's only been in general release since July of this year.

"The printing community will help publishers get the content of their publications into electronic format."

We want to be prepared as technology shifts, to develop useful services and, most importantly, we want to have a record whereby when people think about EBSCO they say, "They do what they say they're going to do and they stand behind what they offer. They're sound. They're easy to work with and they do a good job." Hopefully that strategy will enable us to survive, to keep growing and to keep ourselves on a solid financial footing.

ATG: I'm fascinated personally by the decision-making process that must go on in a business like EBSCO Industries and how you keep on top of the nitty gritty issues enough to be able to discuss them and yet to know which ones to follow and which ones not to. One thing that I think back on was your decision not to develop and offer a serials control system. I'm fascinated by what must have gone on in your mind to choose not to go down that path, which was obviously a smart move when you look back on it, but at the time it didn't seem like it. Do you still believe that was a good decision?

JTS: I think one could argue today, as we certainly did in the past, on either side of that choice. For a while we had a serials control system, mainframe based, that had originated at the UCLA Biomedical Library. We decided that library automation was a different business than the business of subscription service or information dissemination. We decided to cooperate with ILS vendors as a third party to make it convenient for the information consumer

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in managing through this automated system, and we made a decision that we would not become a library automation provider. And I still think that it can be argued both ways. But we made the choice and then we tried to make it work. I think we've been able to make it work by putting a lot of energy and resources into working closely with the ILS vendors and with CONSER, SISAC, ICEDIS and other organizations and committees in the industry.

ATG: What are your thoughts about the Internet and initiatives to organize it? A lot of your services are available through the Internet.

JTS: The most recent thing we were compelled to do on the Internet was to create a home page on the Web. We developed one that explains who we are and what we do and now have our first interactive home page at EBSCodoc, where the user can interactively search current citations and order a full-text article. I see the challenge being more interactivity with what we have to offer for the convenience of users through the Internet. It's astounding. Software that's complex and formerly had a somewhat significant cost is now free on the Internet. I think it's a marvelous community development, and I hope it will stay creative and free. We intend to use it for the convenience of our customers as it continues to evolve and change, but there's a lot of uncertainty around where it will be, so we'll just have to take it step by step.

ATG: What about ASCII full text versus text enhanced with charts, graphics, and tabular data? This is a very important contrast between print and electronic at least right now.

JTS: Most text databases are currently produced in ASCII format, and charts, graphs and table data must be converted to ASCII text manually. This is a lot of extra work but EBSCO Publishing does it because it dramatically improves the value and searchability of the content. And we do this cover-to-cover for all journals covered in our databases. It's something the market place needs to better understand about full text production. I think this kind of coverage and approach is one of the reasons we are seeing more acceptance of our CD-ROM database products and the new EBSCOhost online service.

ATG: What are you doing with journals that are just available electronically?

JTS: We are setting them up in the EBSCO Subscription Services title database. We will try to help customers subscribe to electronic journals as we do with hard copy and CD-ROM journals. Some libraries may need each format while others may want only one. We want to offer customers the options, and I think we're in a strong position to meet the changing needs of libraries and publishers. Will all electronic information be selected, procured and serviced electronically? Maybe, maybe not. Certainly not without the security and accountability measures which we now provide and which most institutional and publishers' financial officers are happy to let us handle. Most libraries and business offices still have a lot of requirements for financial and fulfillment capability. It's not surprising that the information options are ahead of the security and accuracy of electronic financial transaction processing.

"It's not surprising that the information options are ahead of the security and accuracy of electronic financial transaction processing."

ATG: Is there anything else you would like to share that you think might improve your services for libraries?

JTS: There's one thing that occurs to me and that pertains to the pricing methodologies by which subscription agents price and invoice their customers. It is interesting that North America almost alone has the tradition of the handling charge being a lump sum item at the bottom of the invoice as an addition to the publisher's established retail price being indicated for individual line items and with the rest of the world it's similar to what we get at the grocery store in the United States. The grocery store, not the food manufacturer, prices the individual item. In the rest of the world, you get a price for the journal from the agent and I suspect that this raises a question for European agents when they come to the United States and they're traditionally accustomed to having the line item be the total price for the journal and then just adding those line items to get the total for the invoice.

We know that libraries do and should evaluate their services based on quality and based on price, a tremendously important element in getting the most value for your money. As with anyone we benefit from being a low cost provider and offering competitive pricing to our customers. That helps to bind the relationship. The practice of putting the handling charge at the bottom, however, works to the disadvantage, we think, of probably both the library and the agent, in that the publisher who chooses not to give the agent a commission for the services the agent provides to the publisher, and therefore drives the overall service charge up, is not visible to the ultimate consumer, the library. And so this tradition

has restrained those active in the North American market, except perhaps the Europeans who are active here, from putting a handling charge, if necessary, on the line item, on top of the publisher's retail price, if indeed it deserves one. The bottom line

is that the agency, whether it's a travel agency, or an insurance agency, or a book agent, or a subscription agent, has to have enough margin in there to do the work and to make a profit in order to stay in business. So when a publisher reduces our commission, it is probably more logical for us to load the appropriate handling charge on that line item which has caused it as opposed to just lumping it together down at the bottom of the invoice, imbedded in the overall service charge amount for the year.

ATG: So you're looking at the possibility of doing that?

JTS: We are looking at the possibility of doing it, because we've had some libraries that have requested it and because we think it is more logical. However, we recognize that we must price in a way that is comfortable to our customers and publishers.

ATG: What is the last thing that you would like to stress as a close to our discussions?

JTS: Well, you know we did a lot of seminars, workshops, and focus groups last year for our customers and I think they worked out very well. We've tried to evaluate ourselves by getting feedback as to how the new customer transitions went and to what extent customers have needs that we might not have addressed. We are very pleased with the feedback that we have gotten. We were also pleased that we could absorb what was an unusual volume of transitions in one year in the academic market segment, frankly, as smoothly as we did. And that was probably testimony to having our

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Interview with Nat G. Bodian

(Publisher's Marketing Consultant, Cranford, NJ)

by Katina Strauch (College of Charleston)

Nat Bodian tells me he is retired, but it's hard to believe, he sends me so much correspondence! A dynamo! Anyway, Nat has been in the book business since the late fifties. I was wondering what he would say about the industry he has been in for so long. Read on and find out! — KS

ATG: You've had a long career in publishing and earned an international reputation for your various publishing guides and dictionaries. How did you get into the book business?

NB: I was hired in the late fifties by **George Hecht**, founder and president of **Parents Magazine** who had recently bought the **Baker & Taylor** company. He installed me as Head of Sales & Promotion for the **B&T Company**.

ATG: When did you actually go to work for a book publishing house?

NB: As the result of numerous contacts with publishing houses at **B&T**, I was offered and accepted a position with **John F. Rider, Publisher** in the early 1960s. He had founded his own company and was one of the pioneer publishers in the subject area of electronics and electronic publishing.

ATG: What was your training? Did you have any family contact with publishing?

NB: I was trained in journalism and I am a graduate of the public relations program at the New School for Social Research in New York. They were the first school of education in the U.S. to put together a program leading to public relations certification. I enrolled in 1945 and graduated in 1947. Only five people (out of hundreds who were enrolled in the program) were in the first group to complete the program and everybody wanted us when we graduated. One of my classmates went to the Waldorf Astoria as a public relations assistant. I became the director of public relations for Universal Camera Corporation. We were novelties back then. It was a different world. But it was a great foundation. I've been in the publishing business since I was 17.



My primary background was in journalism and public relations. As a journalist, I was a newspaper reporter, columnist, editor, and during WWII I was a correspondent for **Yank**, the Army weekly, as well as editor for various military publications. In public relations I was active in jobs with government, business, industry, trade associations, entertainment and fund-raising.

I have a younger brother. Allan, who was a traveler for many years for the medical book company that subsequently became the **Blakiston Division of McGraw Hill Book Company** when bought by them.

ATG: You have been in this business for a long time. In fact you are even trying

"[T]hey would publish a book because it deserved to be in the literature and merited publication irrespective of its profit potential."

to act like you are retired (not that we can tell). You have already alluded to several buyouts and mergers during your tenure in the industry. Do any names stand out?

NB: I was privileged in my earlier experience in book publishing to work with men of the caliber of **Ben Russak** who were deeply devoted to quality book publishing and who on many occasions said that they would publish a book because it deserved to

be in the literature and merited publication irrespective of its profit potential. This practice held forth when I went on to **John Wiley & Sons** where it was my recollection that Wiley would purchase small companies for the privilege of picking up good solid authors who had been previously published so that they could pick up a small number of already published titles to strengthen their back list and encourage new editions of established works.

Following recent mergers in the publishing industry and the merger and acquisition practices that have been taking place recently, it seems that the industry has been taken over by accountants whose prime motive is profit and who are only interested in publishing books by established authors with strong selling histories with whom they are virtually assumed a profit before signing a publishing contract. This is a very troubling development in my view for the publishing industry in that it diminishes the chances for new authors of promise to achieve publication with their initial written effort.

It is a sort of a Catch-22. You have to be successful to get published and you can't be published unless you are successful. We are getting away from the long-standing tradition of the gentleman publisher with deep feelings for publishing and publishing quality and the enhancement of literary output for its own sake. For a guy with no opinion, that's as much as I got to say.

ATG: What were some of the other houses you worked with?

NB: **Rider** became **Hayden** (New York as compared with **Heyden** of Philadelphia). From there I went to **American Elsevier Publishing Company** which was still in its founding phase (1963). I helped build that company up from a distributor of Amsterdam-produced books to a full-fledged publishing establishment with a full line of domestically produced books and journals as well as copublications not only with the parent Dutch company but also with 25-30 British publishers. From **American Elsevier**, I spent the year with **Transactions Books** on the Rutgers University campus with **Irv-ing Horowitz** and **Mary Curtis**.

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Bodian Interview
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Then I went on with **Ben Russak** who with **Ted Crane** helped found the **Crane Russak** publishing company. We started this from actual scratch (I remember moving in my own typewriter, chair, and drawing board.). **Crane Russak** became profitable within one year mainly by the successful marketing of co-editions from dozens of British publishers. That was the era when we found British publishers looking for American partners for American editions. I was there for 4 years. I owned a piece of the company which I was obligated to sell back when I left the company in 1976. Then I went to **Wiley** where I held marketing management positions until April 19, 1988 when I retired.

ATG: What have you been doing since then?

NB: Since 1988 I have been doing consulting for large and small publishers, and some law firms involved in publishing litigation. I have written a number of books, been a monthly contributor to the **COSMEP** newsletter (This is the International Association of Independent Publishers with approximately 2000 self publishers and small presses), and review publishing-related books for **Publishing Research Quarterly**, for the international book journal **LOGOS**, and, of course, for **Against the Grain**.

ATG: What books have you had published since your retirement?

NB: In 1988, I published *How to Choose a Winning Title* and *Bodian's Publishing Desk Reference* (a dictionary of 4000 publishing/marketing terms), both with Oryx. In 1990, NTC's (the National Textbook Company) *Dictionary of Direct Mail and Mailing List Terminology and Techniques*. In April 1995 at McGraw Hill, I published *Direct Marketing Rules of Thumb*. Upcoming (for which I already have a contract and advance), *The Joy of Publishing* (Fairfield, Iowa: Open Horizons). This will be out in January 1996. They had a cover which they were showing at the recent **ABA Convention**. That will be my eleventh book and its subtitle explains the content: "*Fascinating Facts, Anecdotes, Curiosities, and Historic Origins ... about Books and Authors, Editors and Publishers ... Bookmaking and Bookselling*."

In addition, I have two other projects which are complete but I still work on. One is the **Book Industry Word-Finder** and **Writer's Guide** and the other is the **Independent Publishers Resource Book**.

ATG: You are also the author of the classic two-volume **Book Marketing Handbook**? Do you consider this your finest work?

NB: Well, let me say that it is by far the most successful of anything I have ever had published with about 7500 copies in worldwide circulation.

But the finest work I have ever done is the **Book Industry Word-Finder** which has already taken seven years of my time (I started it in July 1988). It is a book to which

"You have to be successful to get published and you can't be published unless you are successful."

I devote some time at least every day of every week. This is a veritable **Roget's Thesaurus** of descriptive book words used in and useful to the book industry and one which I consider my finest contribution to publishing.

ATG: When you are not writing or consulting, what do you do with your free time?

NB: When I am not at the library, I go to a health club in Union, NJ, and I exercise there and chat with the other members. You

would think I would be completely away from books and book publishing. But of the members of the Club, two are Holocaust survivors and they have both written books.

Another member at the health club was **Herman Roth**, **Philip Roth's** father. Roth wrote about his father's death (Herman passed away in 1991) in **Patrimony**.

Essentially my writing and consulting are everything in my life. I don't do much else.

ATG: What do you consider your most noteworthy accomplishments in your publishing career?

NB: Without question the two highlights were my nomination in 1984 for the prestigious **AAP Curtis Benjamin Award**, and, in 1986, my nomination for the **Publishing Hall of Fame**. Mind you, these are nominations, not elections and I did not actually receive the awards. I was just a working stiff in the publishing industry, a salaried employee, nothing powerful or influential. Still, the nominations were high honors of which I am very proud. 🌿

Well, Nat, keep up the good work! And we will look for the **Joy of Publishing** in 1996! — KS

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Book Pricing Update

Second Annual Title Trends Survey: The Great Beyond

by Celia Scher Wagner (Blackwell) (WAGNER@BNAMF.BLACKWELL.COM)

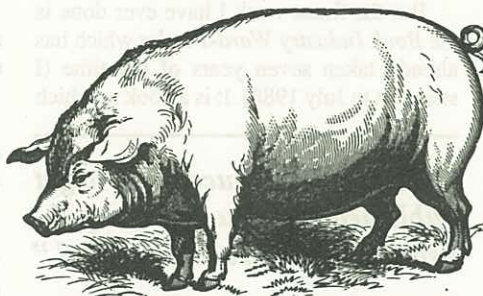
My friend Julie can sing the prepositions in alphabetical order, to the tune of "Row, Row, Row Your Boat." The rhythm has to give a little, so it begins something like, "About, above, across, against ... " I don't remember if "athwart" is in there. (I was taught prepositions by a teacher who had us list ways a rabbit could go *vis a vis* a hill: along the hill, by the hill, down the hill ... I got a grasp of prepositions. Julie got a conversation-stopper.)

The preposition song came to mind when I discovered a lode of prepositional clichés in recent titles. Take "from hell", for instance. Please. These aren't the old fashioned gerunds-from-hell (such as "fleeing from hell"). They're those newly popular nouns-from-hell, conjuring up a melodrama: our protagonist, a child of Job, escapes the *Parents from hell* only to move in with *Roommates from hell*, and go on *Dates from hell* which always end in a ride (back to the apartment from hell) in a *Taxi from hell*. Ineptly apologetic, the dates from hell send *Flowers from hell*.

(Speaking of gerunds, what did we say before we said "gendering?" Lately, we've had *Gendering the nation*, *Gendering the reader*, *Gendering war talk*, *Gendering welfare states*, *Gendering the HIV epidemic*, *The gendering of melancholia*, and a number of others, including one I had always thought was relatively easy, *Gendering bodies* ...)

But back to prepositions. It's time we got beyond hell, and beyond gendering, for that matter, even if "beyond" is a high-traffic sort of place. In the past six years, 554 academic book titles began with "Beyond"—something, many of them beyond the same things. There are multiples of, among others, *Beyond blame*, *Beyond borders*, *Beyond words*, *Beyond conflict*, *Beyond death*, (countered by multiple *Beyond survivals*, and one *Beyond the grave*), *Beyond the stars*, *Beyond deterrence*, *Beyond Glasnost*, (and the related *Beyond Perestroika*, *Beyond the Cold War*, and *Beyond the Soviet Threat*). There are the Zen-like double occurrences of *Beyond success*, and *Beyond winning*, plus the worrisome Business-book doubles of *Beyond quality* and *Beyond the bottom line*.

I like the intriguing singletons *Beyond the fray* (not *above*?) and *Beyond beef*, which has nothing to do with *Beyond branding*, a book on product advertising. Has our fondness for the beyond gone



beyond the pale (2 occurrences)? There were three *Beyond reasons*, and five *Beyond the limits*. That's a tie for first place (remember — we are beyond winning!), with *Beyond belief*, also appearing five times.

At the end of the prepositional alphabet, titles beginning "With" or "Without" come in at 77 and 35, respectively, with few duplications. While there is no justice for all, both *With justice for some*, and

With justice for none appear in the list. There's even *With the grain*, to balance all that goes against.

"Within" generally follows "the fire." Daniel Day-Lewis has the fire within. St. Teresa of Avila and St. John of the Cross had it. Even Edward Emerson Barnard had it. What IS the fire within, anyway? No, seriously.

It's passion, that's what. Academic publishing indulges in passionate titles the romance market wouldn't touch. We have *A passion for: acting, antiquities, art, chocolate, daylilies, difference, government, jazz, justice* (3), *life* (2), *manufacturing, mushrooms, narrative, needlepoint, physics* (2) ... all the way to yachting. (Imagine the cover art if these were romance titles: in the foreground, Manufacturing, arrayed in an alluring creation; behind Manufacturing, and nibbling on his/her neck, stands ... ?)

We suffer *Binding passions*, *Burning passions*, *Driving passions*, *Pious passion*, *Primitive passions*, *Royal passion*, lots of *Ruling passion*, and even *Transuming passion*. As ever, the proclivity for alliterative titles gives us passions and peeves, passions for politics, pleasure and passion, passion and power, passion and prayer, passion and prejudice, and so on. The number of passion titles that have anything to do with romance or sex is quite small — less than 10% of the total.

Like any other word, passion begins to lose its meaning after the first hundred iterations. It starts to sound silly. Should a book about the Purdue Boilermakers really be called *Passion plays*? Even in a translation from the French, isn't *Glove of passion* a bit strange? Doesn't *Passionate hobby* seem like an overstatement? I don't know. I just know that when passion gets stale, it might be time to move on ... along ... beyond. 🐷

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regional offices, having good teams in place, certainly already having a strong position in the academic category, and then just a lot of hard work. But the seminars proved very helpful for everyone, and now with the pulling together of our information activities under EBSCO Information Services, we're going to do a number of regional field seminars with all types of library representatives because we have a good story to tell. We want people to understand more about our

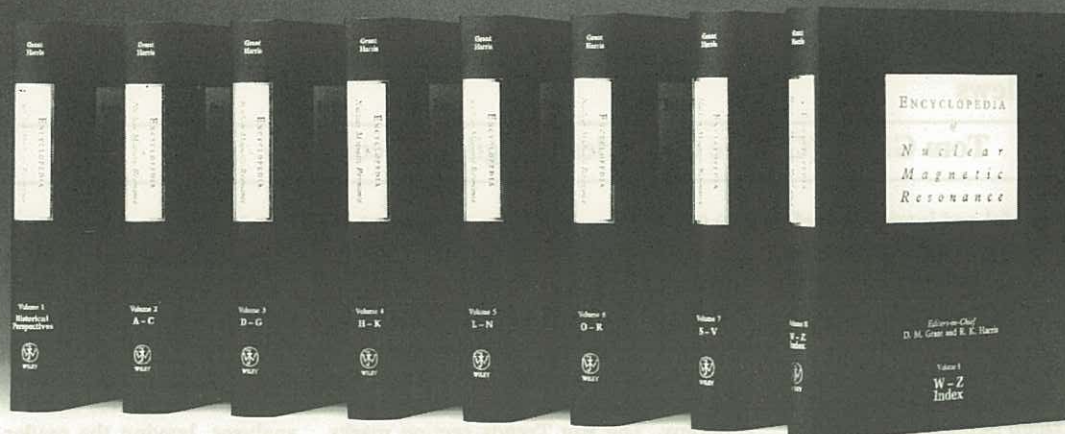
subscription services, our document delivery services and our databases on CD-ROM and now, what is very important to us, the EBSCOhost.

I think getting people to give some of their time and come to see and discuss services and solutions in a meeting-type of setting, can be very helpful. 🐷

Well, y'all that's a nice segue into the Charleston Conference. See you there! — KS



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From the Reference Desk

Reference Reviews

Column Editor: **Tom Gilson** (College of Charleston) (gilsont@cofc.edu)

A number of useful and interesting reference books have crossed my desk during the past few weeks. Admittedly they are an eclectic mix, but they are titles worth knowing about.

By far the most visually interesting is **Bob Cotton's** and **Richard Oliver's** *Cyberspace Lexicon* published by Phaidon and distributed by Chronicle. (1994, ISBN 0-7148-3267-7, Pbk. \$29.95). It resembles an overstuffed *Wired* magazine, full of color and slick graphics. Described as a "guide through the maze of new and emerging technologies," which make up cyberspace, this book provides hundreds of definitions drawn from the merging worlds of telecommunications, computers, media and electronics. The definitions are clear and precise and offer cross references, as well as pointing to entries of related interest. In addition, short but more detailed articles supplement the definitions and highlight key concepts. But, the visuals are what make the *Cyberspace Lexicon* unique. Through an abundant use of bright colorful illustrations, imaginative computer graphics and crisp photographs, Cotton and Oliver have produced a book that is both fun to look at and useful.

Another heavily illustrated and useful book is **Rolf Anderson's** *Atlas of the American Economy* published by Congressional Quarterly. (1994, ISBN 1-56802-001-5, \$34.95; ISBN 1-56802-052-X, Pbk.

\$19.95). Anderson divides his book into four parts; the Big Picture, Big Trends, Basic Industries and Notes and Sources. The Big Picture looks at the economy in broad generalized aggregates according to production, employment, principal industries by state and the major changes in the economy. The Big Trends section marks changes in growth, demographics, technology, international trade/global economics, consumerism, competition and small business/big business. Anderson divides his Basic Industries section into 75 major industrial groups, providing charts and graphs covering employment, revenue and other trends. He also provides a Highlights section for each entry listing interesting facts which augment the charts and graphs. In Notes and Sources Anderson offers analysis of each entry from the first three parts of the book, as well as brief cites for his sources of information. The *Atlas of the American Economy* is a quick and handy source for a basic overview of the US economy.

Crimes of Perception: An Encyclopedia of Heresies and Heretics published by Paragon House is a fascinating look at the darker side of Western religious history. (1994, ISBN 155778-519-8, \$29.95). Author **Leonard George** has produced a book with over 600 well crafted entries covering persecutions like the Great Witch Hunts of the Inquisition, early Christian heresies like gnosticism; heretical texts like the Jewish Zohar and heretics like

Savonarola and Galileo. The encyclopedia is arranged alphabetically. No index is provided but there is a list of the entries arranged under broad topic area. In addition, a bibliography of further readings is provided, also by broad topic area.

ABC-CLIO's one volume *Encyclopedia of Utopian Literature* (1995, ISBN 0-87436-

757-3, \$65.00) covers major topics in both utopian and dysutopian literature. Over 300 entries are arranged alphabetically and include articles on individual works, specific writers, and important themes and characters. Author **Mary Snodgrass**, nicely balances summaries and definitions with analyses, leaving the reader interested in further exploration. The articles are cross referenced and there is an index, as well as a 28-page bibliography.

Those of you who have been wondering what all the talk about total quality management actually means will be relieved to know that McGraw-Hill has come to the rescue. They have recently published the *McGraw-Hill Encyclopedia of Quality Terms and Concept* (1995, ISBN 0-07-024099-X, \$34.95). Authored by **James Cortada** and **John Woods**, this reference is a good place to start unraveling the mysteries of this popular management style.

Other one-volume reference works which might merit a place on your reference shelves include:

Bruce Wetterau's *Congressional Quarterly's Desk Reference on American Government*, obviously published by Congressional Quarterly. (1995, ISBN 0-87187-956-5, \$49.95).

Oryx Press' *Funding Sources for Community and Economic Development*. (1995, ISBN 0-89774-947-2, Pbk, \$47.50).

The Oxford Hachette French Dictionary: French-English, English-French. published by Oxford University Press. (1994, ISBN 0-19-864519-8, \$35.00).

Roderic Ai Camp's *Mexican Political Biographies 1935-1993*. 3rd edition, published by University of Texas Press, Austin. (1995, ISBN 0-292-71174-3, \$55.00; ISBN 0-292-71181-6, Pbk, \$ 24.95).

Standard and Poor's Smallcap 600 Guide a guide to small companies and their stocks published by McGraw-Hill (1995, ISBN 0-07-052098-4, Pbk, \$ 27.95). 🐻

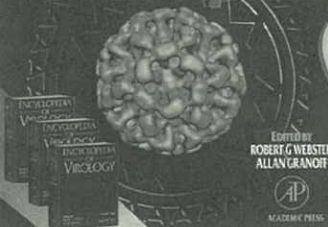


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Book Reviews

Column Editor: **Barry Fast** (Academic Book Center)

*If you have a title to review or one to submit for review,
please send it to — Book Review Editor, **Against the Grain**,
11 Orlando Avenue, Ardsley, NY 10502. Thanks. — BF*



**Walt Whitman and Sir William Osler:
A Poet and His Physician**

by **Philip W. Leon**. Toronto: ECW Press, 1995.

212 pages, indexed, 18 illustrations.

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Reviewed by **Bruce Strauch** (The Citadel)

To counter charges that doctors lack general knowledge beyond the narrow confines of a rigorous scientific curriculum, many medical colleges have recently instituted courses in medical humanities, a rubric that includes medical historiography, ethics, and, especially, the relationship of literature and medicine. Organizations such as the American Association for the History of Medicine attract medical doctors, historians, and literary scholars; there are


literature and medicine databases on the Internet (<http://mchip00.med.nyu/lit-med/medhum.html>) for the sharing of ideas; and we are now seeing books that bring to the fore stories of physicians who can reveal secrets about the medical histories of the famous and infamous. To this latter category can now be added Philip W. Leon's remarkably thorough account of the relationship of Walt Whitman with Sir William Osler, M.D., in the 1880s. Dr. Osler was one of the founding doctors of the Johns Hopkins medical school and later became Regius Professor of Medicine at Oxford University. When he died in 1919, Osler was the most famous medical doctor in the English-speaking world.

Whitman suffered a series of paralytic strokes, beginning in 1873, that left him in poor health and a virtual invalid until his death in 1892. Fortunately, Dr. Osler arrived in Philadelphia from his native Canada to teach at the University of Pennsylvania medical college at a time when Whitman, living in nearby Camden, New Jersey, experienced a severe setback. Leon tells how Dr. Richard Maurice Bucke, superintendent of the London (Ontario) Asylum for the Insane, a fascinating character whose admiration of Whitman approached religious zealotry, implored Osler to care for the ailing poet, which Osler did without charge for the better part of five years.

Leon wisely does not center his book on Whitman's medical problems and Osler's treatments. Rather, he examines their relationship for its personal qualities, evoking in particular their astonishing array of mutual friends from the worlds of medicine, literature, and art. In so doing, Leon engagingly illuminates the intellectual climate of late nineteenth-century America and England. The medical figures in the book include **Dr. S. Weir Mitchell**, who also treated Whitman and who achieved some fame as a novelist. Among Mitchell's patients for his "rest cure" were writers **Edith Wharton**, **Owen Wister**, and **Charlotte Perkins Gilman**. At the behest of Wharton, Osler treated **Henry James**, a great admirer of Whitman.

The artists **John Singer Sargent** and **Thomas Eakins**, both of whom knew Whitman and Osler, appear in this study. Sargent proposed painting Whitman's portrait but never accomplished it, while Eakins, who also painted dozens of members of the Philadelphia medical community, completed his in 1888. Eakins's portrait became one of the best-known of the old poet. Leon deals extensively with the Whitman-Osler-Eakins connection.

Leon's own canvas is broad and he includes in his discussion Osler and Whitman's ties to English literary figures such as **Robert** and **Elizabeth Barrett Browning**, **A.C. Swinburne**, and the **Rossettis**. When Osler left the United States for England (where he was created a baronet by King George V in 1911), he corresponded and visited with many of Whitman's defenders and worshippers there. In 1919, Osler began writing his personal reminiscences of his days with Whitman, but he died before completing them; Leon includes the manuscript, never published in its entirety, and fully explicates Osler's interweaving of the personal and professional aspects of their relationship, thereby uncovering the links between the doctor's objective assessment of Whitman's medical condition and his undeniably subjective attraction to the poet's personal magnetism.

This pathbreaking book, a model of its kind, belongs in every medical college library, particularly at those schools that teach courses in medicine and literature. Undergraduate and graduate colleges and universities will want this book for its revelations of a previously unknown aspect of the life of the unconventional poet. 

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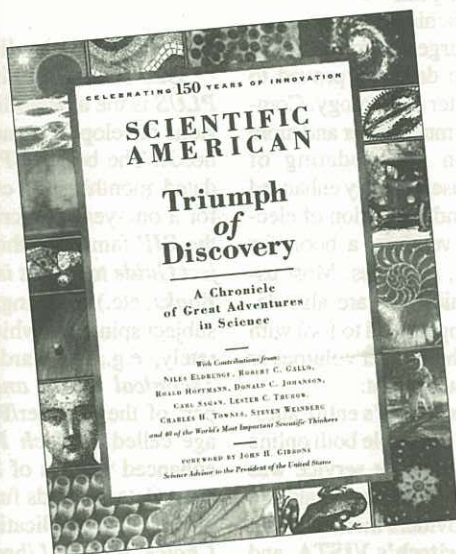
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TestDriving CD-ROMS — BIP PLUS

Column Editor: **Tom Gilson** (College of Charleston)

Ken Kister inaugurates this review column with an analysis of the BIP PLUS family on CD-ROM. Ken is a freelance writer based in Tampa, Florida, who specializes in evaluating reference materials. His latest book is Kister's Best Encyclopedias (Oryx, 1994). ATG also interviewed Ken in June, 1995 (v.7 #3), pages 44-48. — TG

Books in Print PLUS.

New Providence, NJ:

R.R. Bowker/Reed Reference Publishing,
August 1995. Monthly. MS-DOS.
\$1,095.00 (1-year subscription);
\$3,121.00 (3-year subscription).

Reviewed by **Ken Kister**

(3118 San Juan St.; Tampa, FL 33629)

How **Books in Print** (BIP) has grown and thrived since its debut in a single volume in 1948, nearly half a century ago!

That earliest volume — actually an index to *Publishers' Trade List Annual* — furnished author and title access to roughly 85,000 books available from U.S. publishers, and little else. By 1960, when I first encountered it as a library science student at Simmons, BIP had expanded to several author-title volumes, added a separate subject volume, and spun off a work wholly devoted to paperbacks. Over the decades BIP kept accreting, until today the hardcover edition comprises ten fat author-title volumes that list some 1.5 million books from more than 40,000 publishers. The companion *Subject Guide to Books in Print*, which first appeared in one volume in 1957 and quickly became an essential part of the service, has inflated to five volumes. Two publications designed to update BIP, an annual, came along in due course, namely the bi-monthly *Forthcoming Books* (1966-), a list of books to be published in the near future, and *Books in Print Supplement* (1972-), a multivolume addendum that appears around mid-year. In addition, the current BIP family includes numerous spin-off products (or "cousins," as Bill Katz has aptly called them) intended to serve specialized markets. Among these are *Paperbound Books in Print* (1955-), *Children's Books in Print* (1969-), *Medical and Health Care Books and Serials in Print* (1972-), *Scientific and Technical Books and Serials in Print* (1972), and *Books Out of Print* (1983-).

If you're thinking BIP has become a bibliographic colossus, you're right. But wait, there's more to the story.

In the 1970s, the R.R. Bowker Company, creator and publisher of BIP (and now a subsidiary of Reed Reference Publishing, a division of Reed Elsevier), wisely automated the service's burgeoning files, converting millions of records to machine-readable form. BIP's large and continuously accruing bibliographic database proved to be a natural for computer technology. Computerization allows for much faster and more efficient compilation and updating of records, and it affords users greatly enhanced searching capability and the option of electronic ordering from vendors, a boon for librarians, booksellers, and trees. Most users of BIP in electronic form are also delighted that they no longer need to fool with the set's cumbersome hardcover volumes or ruin their eyes on its puny print.

As might be expected, BIP's entire automated database is now available both online and on CD-ROM. Online the service was first offered by BRS in 1981 and Dialog in 1982. Today, other providers include Ovid, OCLC, CARL, Ameritech's VISTA, and DRA's Open Dranet. And Marin Mixon, a Bowker/Reed rep, reports that IAC's Search/Bank, Silver Platter, and LEXIS/NEXIS (now owned by Reed Elsevier) will soon add BIP to their online offerings. For the record, BIP online normally includes all data found in the hardcover author-title set, *Subject Guide to Books in Print*, *Forthcoming Books*, *Books in Print Supplement*, *Children's Books in Print*, *Subject Guide to Children's Books*, *Books Out of Print*, *Paperbound Books in Print*, and the various subject volumes.

Which brings us to BIP on CD-ROM, the focus of this review. Called *Books in Print PLUS* (hereafter cited as **BIP PLUS**), the CD-ROM edition was introduced in 1986 and since that time has achieved remarkable success in the marketplace. In fact, BIP PLUS has become the product of choice among librarians, booksellers, publishers, and other professionals who rely on BIP records for accurate, up-to-date information about books and the publishing industry in North America and beyond. Generally speaking, BIP PLUS is more economical, more convenient, and more utilitarian than

its hardcover and online counterparts.

One reason for the popularity of BIP PLUS is the availability of customized versions developed to meet specific consumer needs. The basic BIP PLUS, which is updated monthly and currently costs \$1,095 for a one-year subscription, includes all of the BIP family (author-title volumes, *Subject Guide to Books in Print*, *Forthcoming Books*, etc.) on a single disk, except for the subject spin-offs, which are marketed separately, e.g., the hardcover *Scientific and Technical Books and Serials in Print* is part of the Bowker/Reed CD-ROM package called *SciTech Reference PLUS*. An enhanced version of BIP PLUS offers the same data but adds full-text reviews from a dozen major publications, such as *Booklist*, *Choice*, *Kirkus*, *Library Journal*, *Publishers Weekly*, and *School Library Journal*. Appropriately titled *Books in Print with Books Reviews PLUS*, this version contains about a quarter of a million reviews and — no surprise — has become a major selection tool for librarians. The annual subscription rate is \$1,595.

There are also two versions of BIP PLUS tailored to Ingram customers, one without reviews (\$1,300) and one with (\$1,800). Updated weekly, *Ingram-BIP PLUS* interfaces directly with the wholesaler, offering users very current inventory and product information as well as electronic ordering and confirmation. Likewise, two Canadian editions are available (\$1,495 without reviews; \$1,995 with). Still another version, *Bowker/Whitaker Global Books in Print PLUS* (\$1,995), incorporates approximately 800,000 titles from J. Whitaker and Sons' British database. Altogether, the Bowker/Whitaker CD-ROM provides bibliographic information for approximately 2.5 million English-language books in print around the world.

All versions of BIP PLUS currently run

continued on page 48



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Test Driving CD-Roms from page 46

on MS-DOS but, according to the publisher, Windows is coming soon and may well be ready by the time this review appears. As proof, a demonstration of the Windows application is included on the DOS disk dated August 1995 supplied for this review. Only two versions, the basic **BIP PLUS** and **BIP with Book Reviews PLUS**, are currently available for Macintosh.

Another reason why **BIP PLUS** has gained so many loyal adherents over the past decade is its fast and robust search system. The system permits users to search for and instantly retrieve data about publications listed in **BIP** from practically every conceivable angle, including author, title, subject, keyword, audience, grade level, language, Library of Congress catalog number, ISBN, price, and publication year. By way of example, I checked to see how many titles in **BIP PLUS** today had been published in 1910. To get the answer (38) I simply typed `py=1910` in the search mode and hit the Enter key ("py" being an abbreviation for "publication year"). To call up all books published after 1910, the command would be `py>1910`. The system also has Boolean searching and truncation features.

BIP PLUS is not difficult to use — once you get the hang of it. While logically constructed, the interface is quite different from that of other CD-ROM reference sources. Cheryl LaGuardia makes the point in her review in *Library Journal* (December 1993, p. 188) that **BIP PLUS**'s search procedures "will take some getting used to for nonexperts, as will the overall screen design: information and prompts appear in places you don't expect them." David Loertscher in *American Reference Books Annual* (1993, p. 13) concurs, putting it this way: "**Books in Print Plus** requires some training to use because the front-end search program is not particularly user-friendly. Once the system is learned, however, searching is much easier than using the microscopic print in the paper editions."

During the course of preparing this review, I experienced several interface problems with **BIP PLUS** that, while not egregious, caused a certain amount of frustration and hence should be discussed. The first involves searching for titles with "and" and "or" in them, such as *War and Peace*. If the user types `ti = war and peace` on the search screen ("ti" an abbreviation for "title"), the system responds not with books entitled *War and Peace* but a Boolean search: 851 hits for "war," 291 for "peace," and 0 for "cs" (combine set). An inexperienced

or ill-trained searcher will most likely conclude, incorrectly, that no book called *War and Peace*, including Tolstoy's famous novel, is currently in print. Only through instruction or reading the printed manual that accompanies **BIP PLUS** — a 180-page looseleaf document — will the searcher discover that quotation marks must be placed around titles containing the connectors "and" and "or" in order to retrieve them as titles. Otherwise, according to the manual, the program will treat the title, as it did in the case of *War and Peace*, as "a Boolean argument and break it in two."

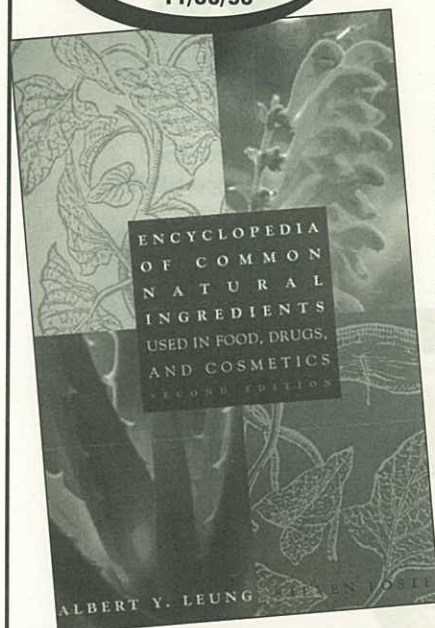
But this is not the end of the "and" problem. **BIP PLUS** customarily records "and" as an ampersand ("&"), meaning that in the database Tolstoy's novel is *War & Peace*, not *War and Peace*. This seemingly small difference is significant because, again quoting the manual, "In order to retrieve a citation, the title must be entered exactly as it appears in the official record." So, to find Tolstoy's book in **BIP PLUS**, the user must know to enter `ti = "war & peace"` — a user-unfriendly command.

The other problem I have with **BIP PLUS**'s interface concerns retrieving directory information about publishers. Happily, the database includes such information, but getting to it is a chore, requiring six steps.

continued on page 97

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*Holt, Janifer and Schmidt, Karen 1995. CARL UnCover2 or Faxon Finder? A Comparison of Articles and Journals in CARL UnCover2 and Faxon Finder. *Library Resources & Technical Services*, Vol. 39 No. 3, 221-228

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Cases of Note

More News From The Courts

Column Editor: Anne F. Jennings (Sinkler & Boyd) (jenningsa@cofc.edu)

Pending: ProActive Media, Incorporated v. The Walt Disney Company

In a complaint filed August 9, 1995, in United States District Court for the District of Maryland, and seeking \$2.1 million in damages, plaintiff, **ProActive Media (PMI)**, publisher of a daily electronic newsletter known as **Multimedia Wire** or **MMWIRE**, alleges copyright infringement by defendant, **The Walt Disney Company**. PMI claims that Disney copied and/or electronically forwarded via e-mail and facsimile, on a daily basis, a single subscription of **MMWIRE** to dozens of Disney employees in the United States and Canada.

MMWIRE was created by **Chris Sherman** in 1994 and addresses current issues and news in the field of electronic and interactive media with particular emphasis on issues with regard to gaming, online entertainment and CD-ROM technology. The publication is notable in that it provides readers with perhaps the most current news and information concerning acquisitions, sales, mergers, collaborations and other pertinent developments within the entertainment and electronics industry.

In the complaint and in a statement issued on the date suit was filed, **PMI** alleges deliberate copyright infringement of **MMWIRE**'s copyrighted newsletter stating that Disney knowingly and systematically made multiple illegal photocopies of a valid subscription version of the publication. Further, the complaint states that **Disney**, well-known for vigorously protecting its own intellectual property, did this to avoid paying additional subscription fees. Such incidents include, according to the August 10, 1995 *Washington Post* in an article entitled "Is Mickey Mouse a Copycat?", attempting to block Snow White's appearance at the Academy Awards and forcing a Florida daycare center to remove pictures of Disney characters from its walls.

A single, daily subscription to **MMWIRE** costs \$445.00. Work on each issue begins at 9:00am on the day preceding publication and concludes between 11:00pm and 1:00am. Delivery is guaranteed by 7:00am. Information is gathered by **PMI**

staff from a network of contacts, industry professionals, press releases, industry news feeds and other news sources. **PMI** first became aware of the alleged violations by Disney when an anonymous **Disney** employee telephoned **Chris Sherman** and advised him of the distribution to approximately 35 executives within the company. The caller subsequently faxed to Mr. Sherman the alleged actual distribution list. The caller advised Sherman that she was informing him of these matters because she was sick of Disney's double-standard in pursuing others for copyright infringement when its own personnel often used the work of others without permission.

Further information concerning this suit,



including a copy of the complaint, the alleged Disney documents, and **PMI**'s press release can be found by accessing the **PMI** website at <http://www.mmwire.com/lawsuit.html>.

Pending: ProCD, Inc. v. Zeidenberg

Another recently filed suit promises to further clarify the findings of the United States Supreme Court with regard to the publication of factual information as a compilation in **Feist v. Rural Telephone Service Co.**, 499 U.S. 340 (1991). The current case, cited above, came to our attention via the CNI-Copyright listserv when the Defendant, **Matt Zeidenberg**, posted a message describing a hearing for injunctive relief which took place in United States District Court in Madison, Wisconsin on September

22, 1995. However, **ProCD** differs from **Feist** in that it involves factual information published in an electronic format.

The facts, as we understand them from the posts on the listserv, are that the plaintiff, **ProCD**, publishes telephone listings in CD-ROM format which it apparently extracts from printed telephone listings and to which it adds additional information which enhances their product sold as **SelectPhone**. Mr. Zeidenberg, a graduate student in Computer Science and Sociology at the University of Wisconsin, formed a company known as **Silken Mountain Web Services (SMWS)** for the purpose of providing telephone listings on the World Wide Web. **SMWS** extracted those phone listings from copies of the **SelectPhone** and from another product, **Phonedisc**, both of which products **SMWS** purchased prior to extraction. Then, Zeidenberg and **SMWS** formed a union of the information located on both discs and, with regard to five specific states, made the listings available at an Internet website searchable by utilizing a search engine designed by Mr. Zeidenberg. Mr. Zeidenberg claims that the site was accessed by up to 15,000 queries per day.

At the hearing, Judge **Barbara Crabb** ordered Mr. Zeidenberg to stop providing access to telephone numbers on the Internet until such time as a trial can be held on the matter. The trial date was set for January 8, 1996.

A subsequent post by an attorney who attended the hearing but who has no interest in the case other than its effect on current copyright law further described the proceedings. The purpose of the hearing stemmed from a motion by the plaintiff to stop defendant from further dissemination of **ProCD**'s data and, therefore, did not address the issue of the copyrightability of the data compiled and distributed by **ProCD**. Plaintiff did, however, lay the groundwork for a future argument that **ProCD**'s product constituted a protected compilation according to current United States copyright law and that further, Mr. Zeidenberg's use of the compilation violated the terms of **ProCD**'s license. Most of the hearing focused on the issue of copyrighted software and 17 U.S.C. sec.

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117 which allows one to copy or adapt a computer program provided (1) that the copy or adaptation is essential in the utilization of the program; or (2) that it is for archival purposes. As stated above, the Judge found in favor of the Plaintiff and granted the preliminary injunction.

The outcome of this case, whether at trial or, as suggested by the commenting attorney, as a result of summary judgment, should prove most interesting and perhaps even significant in light of Feist, wherein the Court held that simply selecting, coordinating and/or arranging information obtained from a garden-variety white pages directory, devoid of even the slightest trace of creativity failed to satisfy the minimum constitutional standards for copyright protection. These are the issues which will most likely provide the greatest discussion in the case at hand; i.e. whether ProCD produced a copyrightable product versus the garden-variety directory, or whether the SelectPhone qualifies as an original, creative product containing uncopyrightable facts. The determination regarding that issue will then effect the claim against Zeidenberg.

Decided: Religious Technology Center v. Arnaldo Pagliarina Lerma, Digital Gateway Systems, The Washington Post, Marc Fisher and Richard Leiby, ____ F. Supp. ____ (1995).

This Memorandum Opinion, issued on August 30, 1995, results from a motion filed by Plaintiff, the alleged owner of the copyrights of the writings of L. Ron Hubbard, founder of the Church of Scientology. In the motion, Plaintiff sought to enjoin the *Washington Post* defendants; i.e. the Post, Fisher and Leiby, "from copying, disclosing, using, displaying, or reproducing" Advanced Technology ("AT") documents.

The history of this case involves allegations made by Plaintiff in its complaint filed in U.S.D.C. for the Central District of California against defendant Lerma, a former Church of Scientology member, who had been posting AT documents on the Internet. Defendant Digital Gateway Systems is Lerma's Internet provider. The subject documents had been given by Lerma to the *Post*. Subsequently, on August 11, 1995, the California Court ordered a writ of seizure for Lerma's personal computer and all equipment and disks relative to the Hubbard documents. When it learned that the *Post* had copies, Plaintiff confronted the newspaper and demanded the return of the "stolen prop-

erty." The *Post* acquiesced but, on August 14, 1995, it sent a reporter to the Clerk of Court's office and he made copies of what were, at that time, public documents. The documents were later sealed. On August 19th, Marc Fisher published an article in the *Post* regarding the lawsuit wherein he used several brief quotations from the AT materials.

On August 22, 1995, Plaintiff filed an Amended Complaint for Injunctive Relief and damages for copyright infringement and trade secret misappropriation and added the *Post*, Fisher and Leiby as defendants. Plaintiff also filed a Motion for a Temporary Restraining Order and a Preliminary Injunction; for Impoundment of Infringing Articles; and for Expedited Discovery against the *Post* defendants. On August 25, 1995 a hearing on the Motion was held in U.S.D.C. for the Eastern District of Virginia resulting in this Opinion written by Judge Brinkema.

The Court began by stating that its decision would be "determined by the 'flexible interplay' of four factors" as decided in *Blackwelder Furniture Co. of Statesville v. Seilig Manufacturing Co.*, 550 F.2d 189 (4th Circuit, 1977), which are: (1). The risk of irreparable harm to the Plaintiff if the Motion is denied; (2). The risk of harm to the Defendant if relief is granted; (3). The likelihood of Plaintiff's success on the merits; and (4). The interest of the public. The Court ruled in favor of the Defendant as to all factors. A discussion outlining their findings follows.

Plaintiff's sole justification for irreparable harm is future copyright infringement and trade secret misappropriation. The Court described this argument by Plaintiff as being "woefully inadequate" and referred to *New York Times Co. v. The United States* wherein it was found that a threat to National Security was not sufficient to warrant a restraint. However, the *Post* defendants who are professional newspaper publishers, have a duty to report newsworthy information. The relief sought by Plaintiff would prohibit them from utilizing the documents at issue and, the Court found, "such limitations ... would clearly work a profound harm on these defendants."

The test for the likelihood of success on the merits is described as being "determinative" as opposed to "possible" irreparable injury. Again, the issues are copyright infringement and trade secret misappropriation. Defendants argue that their use of the AT documents was within the "fair use" exceptions under 17 U.S.C. sec. 107. The Court determined that the AT documents, which the Court was unable to review prior to delivering their Opinion, were more informational than creative and elected to apply the broader view of the Fair Use Doc-

trine as it applies to factual information. The Court then reviewed the four fair use factors and applied them to the matter before them. Relying on the Supreme Court's findings in *Harper & Row v. Nation Enterprises*, 105 S.Ct. 2218 (1985), they found: Defendants use was not meant to usurp or "scoop" Plaintiff's use of the material; the unpublished nature of the AT documents did not deprive Plaintiff of the right to first publication; the amount of work used by the *Post* was "scant"; and they stated that it was doubtful Defendants' publication of any of the AT materials would have any effect on the document's market value.

With regard to the trade secret misappropriation claim, the Court stated that Plaintiff "must prove that the AT documents are indeed trade secrets." The Court found that in spite of Plaintiff's efforts to protect the secrecy of the documents by employing elaborate security measures, the documents managed to "escape" into the public domain and onto various sites on the Internet other than that established by Defendant Lerma. As a result, Plaintiff failed in its requirement under Virginia trade secret law to establish that the AT documents are "not generally known."

The last of the four determinative factors, Public Interest, "weighs heavily in favor of denying Plaintiff's Motion." According to the Court, "public interest lies with the unfettered ability of the *Post* to report on the news."

Therefore, as stated above, the Court found in favor of the Defendants as to all issues. It did, however, prohibit Defendants from making additional copies of the AT documents and distributing or transferring the same. Any use of the AT documents as a part of this lawsuit must be done under seal.

Decided: Chavez v. Arte Publico Press, et. al, 59 F.3d 539 (1995).

On August 1, 1995, the United States Court of Appeals for the Fifth Circuit, rendered its decision with regard to this matter wherein the Plaintiff, Denise Chavez, brought action against *Arte Publico Press, the University of Houston and its employee, Nicolas Kanellos*. The appeal in this matter resulted from a District Court ruling wherein the Defendants' Motion to Dismiss on grounds of sovereign immunity and qualified immunity (as to Kanellos) were denied.

The facts of this case are that in 1984 the Plaintiff, a nationally recognized author, and the Defendant University entered into an agreement for the University to publish her books. In 1985, the University agreed to

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release a first printing of a book of short stories by the Plaintiff entitled *The Last of the Menu Girls*. The book was published in 1986 and Chavez retained the copyrights. In subsequent years, the University and the author agreed to two additional publishing contracts for said book, both of which allowed for a specific number of copies to be printed. Kanellos represented the University in these agreements and signed the contracts on its behalf. In late 1991 Chavez attempted to dissolve her agreement allowing for further printings but the University, stating that the 1991 contract did not limit the number of printings, refused to comply and declared its intention to print 5000 more copies. In fact, the 1991 contract states that "the University shall have the exclusive right to publish the book for a term of five years and that only the University may terminate the contract during that term." The addendum to the contract specifies that the number of copies to be published is 2000 trade paperbacks. Also, during the same time-period, the University published an anthology of plays entitled *Shattering the Myth* and identified Chavez in a catalog of Uni-


versity Press publications as the compiler of the dramas selected for publication. Chavez filed suit alleging that: (1). The University and Kanellos infringed upon her copyright privileges with regard to her book. (2). The University and Kanellos violated the terms of the Lanham Act by naming Chavez as the selector without her permission. (3). That the University and Kanellos violated her "state law right to publicity."

Defendants responded by alleging that Plaintiff failed to state a claim as allowed under the State's Eleventh Amendment sovereign immunity provision. Kanellos also asserted his own qualified immunity as a government official performing a discretionary function.

Language denying State immunity was not added to the Copyright Act until November 15, 1990. The contract between Chavez and the University allowing additional publications of *The Last of the Menu Girls* was not agreed upon until early 1991 and the University did not notify Chavez until October 1992 of its intention to publish more copies of the book. Therefore, the Court found that Plaintiff could proceed against the University and Kanellos as its agent for alleged copyright violations.

With regard to Plaintiff's claim that the

Defendant violated her state law "right to publicity" when it published the catalog advertisement without her consent, Chavez conceded in her oral argument that denial of immunity in the Copyright Act and Lanham Act does not extend to state law causes of action. Thus, the Plaintiff was barred from pursuing her "right to publicity" cause of action.

Finally, Kanellos contends that in his capacity as a government official performing discretionary functions, he is qualifiedly immune from not only liability but also from suit. Qualified immunity protects "all but the plainly incompetent or those who knowingly violate the law." The question one must ask is "whether an objectively reasonable official would understand that the alleged improper actions were unlawful." *Del A. v. Edwards*, 855 F.2d 1148 (5th Circuit, 1988). Kanellos's alleged unlawful act was authorizing additional printings of Chavez's book. However, even Plaintiff concedes that the portion of the contract detailing the duration of the publishing license is ambiguous. Therefore, the Court found that as the license agreement was reasonably susceptible to two interpretations, one of which favors Kanellos, he is entitled to be qualifiedly immune. 

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Publisher Bestsellers

University of Iowa Press

Column Editors: **Julia A. Gammon** (Univ. of Akron)
Kathleen Ketterman (University of North Carolina Press)

With this issue, we welcome a new column editor, **Kathleen Ketterman**, Marketing Manager, at the **UNC Press**. She is incoming chair of the **Association of American University Presses (AAUP) Library/Press Relations Committee**. Welcome Kathy!

This column was supplied by **Kate Capps**, Marketing Manager, **University of Iowa Press**. Iowa's director, **Paul Zimmer**, is a poet in his own right, which may account for the press' editorial focus in literary criticism, short fiction and poetry, among other things. Kate's list of top ten bestsellers, in descending order, strongly reflects the press' emphasis in regional studies including cookbooks, biographies and garden books. Take a look and see what you might be missing in your collection.

For those of you who have not been to Peterson, Iowa before, check out Iowa's best kept secret *Reflecting a Prairie Town*. While you won't earn any frequent flyer miles reading the book, you will

probably feel as if you had just visited! Kate feels this one deserves a second look.

University of Iowa Press Top Ten Bestsellers

(in descending order)

Cooks Tour of Iowa by **Susan Puckett**, 0-87745-289-X. \$13.95 paperback.

Lincoln Highway: Main Street Across America by **Drake Hokanson**. 0-87745-261-X. \$24.95 paperback.

Neighboring on the Air: Cooking with the KMA Radio Homemakers by **Evelyn Birkby**. 0-87745-316-0. \$15.95 paperback.

Salem is my Dwelling Place: A Life of Nathaniel Hawthorne by **Edwin Haviland Miller**. 0-87745-332-2 cloth. 0-87745-381-0 paper. \$37.95 cloth \$16.95 paper.

Nothing to Do But Stay: My Pioneer Mother by **Carrie Young**. 0-87745-328-4. \$22.95.

Parsnips in the Snow: Talks with Midwestern Gardeners by **Jane Anne Staw and Mary Swander**. 0-87745-269-5 cloth. 0-87745-279-2 paper. \$25.95 cloth \$15.95 paperback.

Up a Country Lane Cookbook by **Evelyn Birkby**. 0-87745-420-5. \$22.95.

Black Eagle Child: The Facepaint Narratives by **Ray A. Young Bear**. 0-87745-356-X. \$25.95.


Wedding Dress: Stories from the Dakota Plains by **Carrie Young**. 0-87745-386-1. \$16.95.

Guide to Classic Recorded Jazz by **Tom Piazza**. 0-87745-489-2. \$22.95.

University of Iowa Press Best-Kept Secret

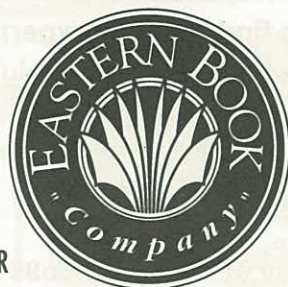
Reflecting a Prairie Town: A Year in Peterson by **Drake Hokanson**. 320 pages, 63 photographs, 4 maps, 11 x 8-1/2. ISBN 0-87745-466-3 \$34.95.

As **Wayne Franklin** so aptly states in his foreword, "In capturing the essence of this one place [Hokanson] helps us understand our own worlds better. With a singular combination of word and image, of both of which he is a master, Hokanson gives us a long and deeply moving meditation on our common rootedness in the earth. Whether we live in Peterson or St. Petersburg, we need to be called back to the earth, and Hokanson calls us back with gentle insight and insistent art."

Reflecting a Prairie Town captures the heart of small town America, using Peterson, Iowa, as its model. Part history, part geography, part photo-essay, this splendid volume deserves to be read well beyond its Midwest setting. Highly recommended for general readers in *Library Journal*. 

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Publisher's Profile

Column Editor: **Matt Nauman** (Blackwell North America)



INFOSOURCES PUBLISHING, 140 Norma Road, Teaneck, NJ 07666, (201)836-7072 phone or fax

Infosources Publishing was founded in 1981 by **Arlene L. Eis**, a law librarian with an MLS from Columbia University School of Library Service. The first title published in 1981, and annually every year thereafter, was *Legal Looseleaves in Print*. As a librarian at a law firm, Ms. Eis was constantly being asked if there was a looseleaf on a particular topic of law. Surprisingly, there was no bibliography of looseleaves, and they were not covered thoroughly in any bibliography available at the time. It was obvious that a compilation was needed, and *Legal Looseleaves in Print* was the answer to fill this void in the legal bibliography. The first edition listed 1,380 titles. Currently, 14 editions later, there are 3,500+ looseleaves listed.

As a companion volume to *Legal Looseleaves*, *Legal Newsletters in Print* was begun as an annual publication in 1985. It offers much detail on all law-related newsletters and reporters, which numbered about 2,200 in 1994. The book has wonderful indexes, such as an index of newsletters registered with the CCC, and an index of newsletters that are online, by database.


Another title from Infosources is *The Legal Researcher's Desk Reference* which is published biennially. It is a handy one-volume deskbook with lots of information referred to daily by a legal researcher all in one place. This book is also found in many public and college libraries and is a favorite among law librarians.

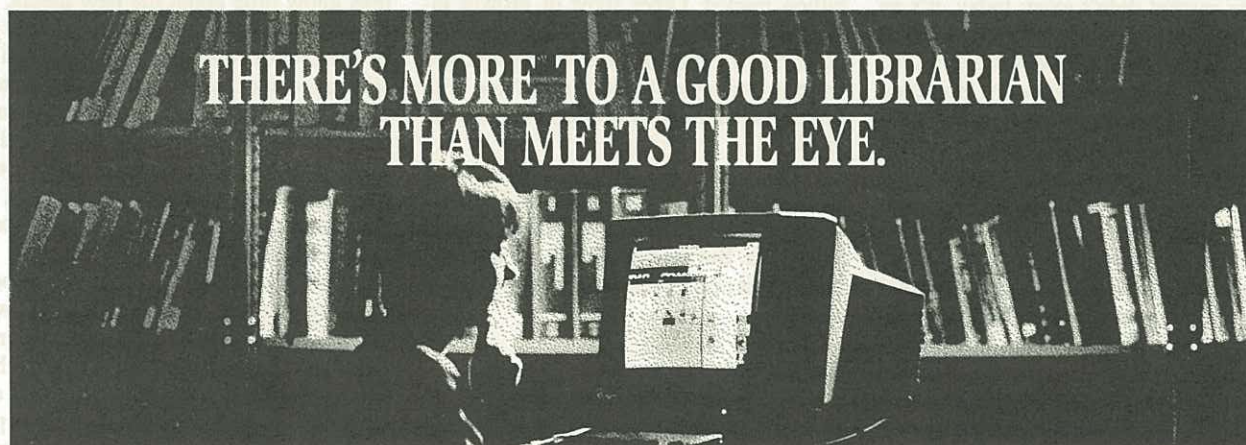
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In 1993 Infosources first published the *Directory of Law-Related CD-ROMs* which offered full and detailed entries on 240 CD-ROMs then available. To keep up with the fast-growing field, subscribers to the book can receive *Law-Related CD-ROM Update*, a quarterly newsletter that lists all the new law-related CD-ROMs that have come out. The 1995 edition of the *Directory* lists over 700 CD-ROM products.

All of the aforementioned titles are compiled and edited by **Arlene Eis**.

Infosources' newest book, published in February 1995, is *The Internet Guide for the Legal Researcher*, written by **Don MacLeod**. This is a much-needed title, which explains how to locate and retrieve free and fee-based legal information on the Internet. Since the WWW exploded since this came out, there was a July update which discusses how to use Netscape and a lot of WWW sites of interest and there will be another update in early November. (\$56, prepaid, and 2 updates are \$39 total)

As you can see, **Infosources** is primarily a publisher of legal reference materials and bibliography/directories, and in a more general sense an information publisher offering helpful tools to librarians. In every edition, they try to enhance the information offered, and to offer more access points via additional indexes, etc. All the information included in Infosources' directories is thoroughly checked for accuracy and reliability. Infosources also offers free telephone consultation to subscribers on any questions related to the materials covered in their books. For example, a subscriber may call to find out if Infosources has heard of a new newsletter, or knows of a CD-ROM on a particular new area of law. As a former law librarian, Ms. Eis has an excellent understanding of the work law librarians do, and of the tools they need. As a small, woman-owned business, **Infosources** offers excellent, prompt, and personalized service. 



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And They Were There

Reports of Meetings

Column Editors: **Sever Bordeianu** (U. of New Mexico) <sbordeia@unm.edu> and **Julia Gelfand** (UC, Irvine)

ATG encourages reports on meetings. Please contact Sever Bordeianu if you are interested in reporting on a meeting or in suggesting a meeting for review by ATG! —KS

Multimedia Now: A Critique For Publishers — Wednesday, March 29, 1995

Report by **Lynda Meyer**
(Net Technologies)

A huge ballroom filled with publishers, bookstore managers and multimedia content developers gathered to yet another conference on multimedia. This one, sponsored by *Publishers Weekly* and *SIMBA Information*, promised to answer the most vexing question: is anyone making money in this business, and if so, where? how? And the most contentious question posed was that regarding rights.

Publisher Perspective:

Jonathan Newcomb, President and CEO of **Simon & Schuster** kicked off the day putting things in perspective. Three years ago, the market didn't exist; today, it's an \$11 billion industry and expected to triple in size by 1998. CD-ROM sales are expected to grow more than 35% annually. However, with somewhere between 5,000-10,000 titles in the marketplace, not everything is moving, and there's a lot of excess product — so expect a shakeout in the industry. Newcomb believes there is money to be made, but most of the spoils will go to big players with deep pockets. He sees publishers at a crossroads, and believes some will make the mistake of sitting on the fence. Multimedia means that publishers will have to make a serious change in their approach. Newcomb advised (and admonished) publishers on several fronts. Developing multimedia is more than patching content from books — he advises publishers start multimedia content development from scratch. And the market is developing — fast: 1994 is the first year that sales for PCs and related software eclipsed that of televisions. Today, there is a 15 million multimedia PC (MPC) install base, and by 1998, that number is expected to top 40 million. But, only 2 CD-ROMs were sold per MPC last year. Why? Well, the market is moving from its early technophile phase to "typical users" — and

"typical users" expect more quality and content from multimedia product. The slick presentations that accompanied his talk made me want to go out and buy product. Publishers should focus more on content quality and value; Newcomb sees CDs being priced the same as hardcover books in the future.

The other major change publishers need to adjust to is that they have to move from being publishing centered to being user oriented. Organizationally, he suggests having product development be decentralized rather than having a centralized editorial group. One formula for success is building on existing franchises. In S&S's case (and their affiliation with **Viacom**), the phenomenally successful **Star Trek** can be leveraged into this market in products such as the **Star Trek Technical Manual**. S&S is most successful in the education market where they are closest to their customers, and he expects that market to grow at 15% annually. In education, there's a price tolerance higher than that of the average consumer, and today one-third of higher education textbooks come with a diskette or CD-ROM. Another lucrative market is corporate training: by 1998 he predicts this will be more than a \$10 billion market. Other signs of growth include the Internet and online services. Today (or at the time of the conference) there were an estimated 30,000 World Wide Web sites, and that number is doubling every 53 days.

What does the future hold? more interactivity with 2 way video and TV coming, and continuing issues with copyright protection. But most ironically, he does not believe this new media will eclipse the bound book.

Bookseller's Perspective:

Some booksellers see themselves as effective means to expanding the market for multimedia titles, if certain marketing issues can be addressed. **Richard Goldman** of the **Mystery Lovers Bookshop** in Pittsburgh observed customers of this product line are demanding a lot; about half the people who come in his store don't have a PC at home, and half of those say they plan to get one soon. Of those that do have PCs already, half have CD-ROM players, the other half don't. Many of his customers don't go to computer stores after the initial hardware is purchased — there's no need to go back. With so much bundled software,



they have no idea what they want, and therefore want to be shown things with advice and recommendations on the part of their merchant. From Goldman's perspective, marketing support is lacking for him to cover this ground with his customers: marketing reps know little about the new media, and software publishers don't traditionally talk to bookstores. Goldman made a plea for software demos, sell sheets, catalogs, etc. to entice their customers ... you can't sell a box, but that's often all you have. And another panelist made the point that boxes have to be more marketing oriented, because that's often the only view of the product the consumer has.

A novel approach to marketing is being done by **Andrew Gold** and **Anne Jowett-Gold**, co-owners of **DiscovRead** — a multimedia store in Larchmont, NY. They have to spend a lot of time educating their consumers, and have to offer discounted pricing to stay competitive with the big retailers (e.g., WalMart). It's not uncommon for them to discount product 25-40% off suggested retail. Like **Mystery Lovers Bookshop**, they have PC stations on their selling floor to demo software.

The distributors have had to alter their approach as well. **Pacific Pipeline** and **Ingram Book Company**, represented by **Bill Preston** and **Chris Anderson**, respectively, presented similar perspectives on the market. Bookstores need a lot of selection

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assistance, which attempts to ensure that the software titles offer quality, are suitable to the target audience, and are value-priced. With more than 5,000 titles available, the competition for shelf space is keen. Some distributors also provide clients with literature such as **Multimedia News**. But the biggest barrier they see to increasing sales is training the store staff. They recommend scheduled seminars, but often owners don't make the investment. Another marketing issue is who the consumer is ... it's often the youngster in the family who will spend time on the demo in the store, but it is the parent who makes the purchase. They also saw the public library market as fertile ground for initial inventories and ongoing titles. What can publishers do to support them more? Publish more content-oriented titles, promote bookstores in their consumer advertising, allow for longer payment terms, don't expect large buy-ins, and to have patience ... this is a slow build market. What's selling today? Reference, children, entertainment, science, arts & music, and study aids.

Non-Book Outlets' Perspective:

This category includes software stores, computer superstores, consumer electronic stores, office superstores, discount clubs,

and mass marketers (WalMart, Kmart, and Target). Special software and Computer Superstores lead the pack with over \$1 billion in sales each, while the remainder have less than \$250 million in sales each. In 1994, 40% of all titles sold were CD-ROMs, 60% were on diskette. 1995 should see those percentages reversed. Prices are becoming more competitive. But the need for shelf space is keen. The PC-celine/Apple division has historically demanded separate inventory for each platform, but hybrid disks are coming, where software for both are included on one unit. Packaging was again mentioned as a critical element ... simply, the package should tell the consumer why to buy it, the format of the contents. Also, they advise this information be put on the spine of the package so it can be readily browsed when shelved. They are having a hard time reviewing what's coming through the transom ... sometimes they get more than 200 samples of software weekly. They find that sales reps still influence customer's buying decisions the most, and that sales reps recommend titles based on their familiarity with the publisher, product training, and are more likely to recommend a product they know firsthand.

The Developer's Perspective:

Mike Braun, President & CEO of Kaleida Labs delivered a visually thrilling

presentation of tools being developed to improve content and reduce the high cost of development. Most tools in use today are new and rudimentary in this early stage of the industry. Developers are limited in their creative range by their technology; the industry looks more like a craft than an industry right now; the "out of box" experience by consumers is often a disappointing one with difficult installations; there's a variety of hardware with differing capabilities creating a fractionalized market, which aggravates the shelf-space problem for distributors. But multimedia will follow the trend towards greater productivity as its technology evolves. **Kaleida Labs** was established by **Apple Computer** and **IBM** to address the critical needs of new media developers — and they've delivered the **Kaleida Platform**, which is a device independent, dynamic, and object-oriented software foundation. Kaleida has created the first programming language designed for multimedia technology, called **ScriptX**. They also have improved efficiencies by adopting object-oriented techniques into their platform, and made the objects capable of running on disparate media platforms such as MACs, PCs, and TVs.

Braun sees multimedia models developing towards dynamic interaction, where the future will create a dynamic composition of

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the environment. Samples of Kaleida Labs' product can be downloaded (if you have sufficient memory on your computer to run them) from <http://www.kaleida.com>.

Publishers' Perspective on 1995: Where Do We Go From Here?

Randi Benton, President, Random House New Media; Peter Mollman, Director, Intellectual Property Development, Microsoft; John Sargent, President, Dorling Kindersley Publishing; and Peter Yunich, President, Simon & Schuster Interactive gazed into their crystal balls of what this coming year would bring and what problems they would be reckoning with. Randi Benton focused on product quality and marketing. She noted 1994 was a shift in the profile of computer users; more were sold to the mass market and the PC is beginning to be a "home appliance." Technical support is key, and there are too many low titles (i.e., low quality titles) in the market. Of the reported 11,000 CD-ROMs on the market, only 200 have been profitable. They agree we lack a book store model for CD-ROM sales, and that publishers need to think more about old-fashioned marketing and publicity for their efforts, such as an "author tour" for CD-ROMs, coupons, and building brand awareness. Budgets and schedules still spin out of control, and browsability needs to be addressed, the way radio sells albums and trailers lure folks in to see films. Peter Mollman joined Microsoft's Consumer Division 3 years ago, and at that time strategy was the key issue: "Will the dogs like the dog food?" was their key concern. Microsoft has succeeded with many of their titles, and a brand name development for products like their Microsoft Home line. But several companies have not made money in this industry. The key issues for Microsoft today are bundling and online. Online is the hot ticket today, but making money at it is a different issue.

A "gender gap" has existed between product and consumer, with few titles being geared for the female market, but that is being addressed as publishers depart from

the traditional shoot-em-up gaming mentality to broader title content.

John Sargent addressed the "box" issue again ... consumers can't browse a box, and he predicts consumer brands will emerge as being more important. Peter Yunich advises publishers to think like merchants, and that mass distribution does not necessitate discount pricing, and to remember international distribution.

Rights Issues

It was publisher vs. artist in this session. And although the session was titled "Resolving Rights Issues, Here And Now," resolution was nowhere in sight. Publishers predictably argued for their rights. Alberto Vitale, Chairman, Random House, distinguished 2 types: electronic display rights and multimedia rights. In his view, electronic display rights are the inalienable product of the publisher. The publisher has some multimedia rights and if a developer uses a large enough portion of a book so as to interfere with the sales of the book, he believes a royalty should be paid to the publisher. And agents, predictably, believe the author keeps the rights. Robert Gottlieb, Executive Vice President, William Morris was adamant about this. All were concerned about the role the Internet would play. Alan Kaufman, Senior Vice President & General Counsel, Penguin USA believes publishers were the only ones with the infrastructure to handle works professionally downplaying the capability and quality of independent publishing efforts. Vitale predicted and supported experimentation in the next 2-4 years. Gottlieb saw the Internet as one of the greatest marketing tools ever invented, citing the ability of an author to put a couple of chapters online to get people interested in their content. F. Robert Stein, Attorney, Pryor, Cashman, Sherman and Flynn saw the Internet as a real opening for independent publishing. Nothing was resolved regarding rights issues, but did anyone really expect that?

Summary and Conclusions

Conference sponsors concluded the day with the following highlights:

Web sites are growing at the rate of 40/day; online updates to web pages are now possible; publishers should develop their abilities in HTML, SGML, Pagemaker, and Quark; by mid 1995, it will be difficult to buy a PC that is not multimedia capable; niche and educational markets will

be the most successful; lots of direct mail and catalog services will emerge to support the industry.

Reported by Lynda J. Meyer, President, Net Technologies Inc., a full service Internet consulting and services company based in New York City. Ms. Meyer can be reached via e-mail: <lmeyer@nette.com> or 212-889-2015.

Third Annual Conference Society for the History of Authorship, Reading, and Publishing (SHARP) University of Edinburgh July 14-17, 1995

*Report by Marvin Leavy
(Collection Development Coordinator,
Western Kentucky University Library)*

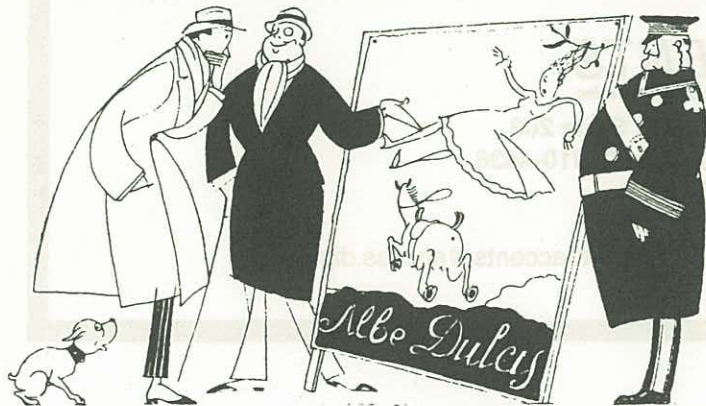
Edinburgh's stately Old College was a fitting site for the Third Annual Conference of SHARP; Edinburgh is rich in publishing and literary traditions. It was a hospitable site, too, as registrants were welcomed the first evening by the city's Lord Provost and City Council. The conference was hosted by the University's Department of English Literature, and the United States, Canada, and the United Kingdom were the most prominently represented among the 171 registrants.

It was a busy two-and-one-half days as 34 paper sessions were sandwiched between two plenary sessions. Five sessions ran concurrently in each time slot, compelling some difficult choices. A literary tour, a whiskey-tasting and a conference dinner rounded out a full schedule of activities.

Elizabeth Eisenstein, Professor Emerita of History at the University of Michigan, gave the keynote address, "Proclaiming the End of the Book," in which she reminded the assembled that "the book has been closed" on books before, notably in the nineteenth century when they survived a strong challenge from journalism. Print culture may be currently beleaguered, but the author of *The Printing Press as an Agent of Change* believes that declarations of the book's demise are premature. Eisenstein's paper stimulated a lively response.

Historians and literary scholars delivered the bulk of the 100 papers presented. Only a sample of paper topics can be reported here to suggest the variety of subjects addressed. Changing perspectives on the relative effects of "text" and "image" upon readers, the effects of CD-ROM technology upon electronic book publishing and copyright tangles in the international book

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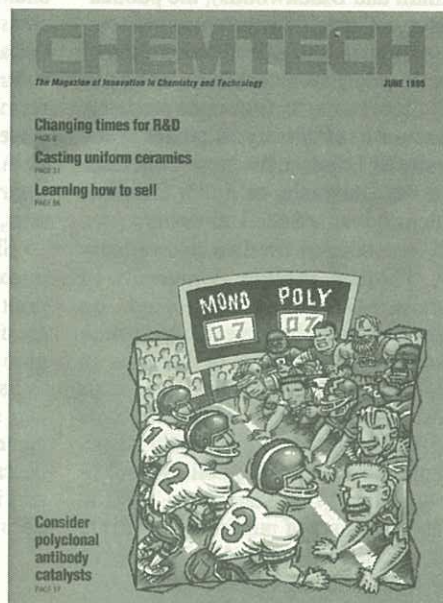
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trade were topics of contemporary concern. Most of the papers, however, had an historical focus with sessions on publishing in Scotland, historical examples of reviewing and editorial practices shaping the content of texts, early printing ventures, the early histories of publishing houses (e.g., **Macmillan** and **Blackwoods**), the publication history of specific genres such as textbooks, art, music, and science books and of popular favorites (such as *Anne of Green Gables*). One session focused upon academic programs on book history as taught at the **University of London**, the New York Consortium, the University of South Carolina, and at Pennsylvania State University.

Only one session dwelled upon library history. **Thomas Walker**, University of Wisconsin-Milwaukee, reported on **Adalbert Blumenschein's** exhaustive mid-eighteenth-century survey of libraries in Europe, one remarkably sophisticated in its methods. **Priscilla Older**, Mansfield State University, shed light on the largely unsuccessful attempts to create public school libraries in New York State from 1830 to 1860, and the onset of publishing efforts to sell sets of materials tailored to this market. **Wayne Wiegand**, University of Wisconsin, reported on a comprehensive project to analyze the dominant cultural landscape of small-town Midwest America, 1890-1956, as revealed in historical documents (including accession lists) for five Carnegie libraries in the Upper Midwest, including Sauk Center, Minnesota, the home of **Sinclair Lewis**.

Ian Donaldson, King's College, Cambridge, spoke at the Sunday dinner meeting on "The Destruction of the Book" for which address our appetites were whetted by a whiskey-tasting (in Scotland, that means Scotch!).

The closing plenary session was held in the elegant **Playfair Library** of Old College. The architecture of this room, with its magnificent barrel-vaulted ceiling, was truly breathtaking. The session featured progress reports from a panel of General Editors of national "History of the Book" publishing projects for Britain (**Ian Willison**, British Library) and the United States (**John Hench**, American Antiquarian Society) — each a multi-volume, chronologically arranged set planned by **Cambridge University Press** — as well as projects for Scotland (**Jonquil Bevan**) and Australia (**Wallace Kirsop**, Monash University). Publication timetables for all of these projects are tentative. Lastly, **Peter Hoare** distributed a prospectus for *A History of Libraries in Britain and Ireland*, another **Cambridge University Press**

project. This three-volume work will describe the development of libraries in the British Isles and their roles in the social and intellectual history thereof; its publication date, too, is uncertain. A plea for cross-indexing of the various sets of book histories was made from the floor.

The conference closed with a sumptuous buffet luncheon in the **Playfair Library** and a business meeting. Members gave unanimous consent to a \$20 per year increase in dues (to \$35 per year) designed to defray the expense of launching an annual volume of juried articles to be issued to each member. **SHARP's** President, **Jonathan Rose**, announced that the 1996 Meeting of **SHARP** will be held at the **American Antiquarian Society** in Worcester, Massachusetts, from July 18-21, 1996.

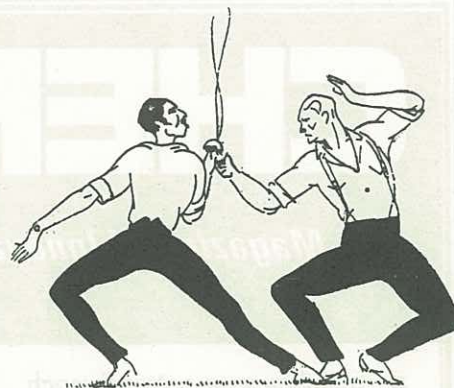
SHARP has almost 750 members. Those interested in any aspect of the history of print culture regardless of place or period are encouraged to consider joining **SHARP** or to sample its wares by sending a message to listserv@IUBVM.UCS.INDIANA.EDU and subscribing to **SHARP-L** under your name. Subscribers are welcomed with a good description of the purposes of the Society and its "rules of the road." **Patrick Leary** does a good job of moderating this list.

**Seminar on the Acquisition
of Latin American Library Materials
(SALALM) Annual Conference**
Athens, GA, April 29-May 3, 1995

Report by **Claire-Lise Benaud**
(University of New Mexico)

The Seminar on the Acquisition of Latin American Library Materials (**SALALM**) recently held its 40th annual conference in scenic Athens, Georgia. The conference was hosted by the **University of Georgia Libraries** and its Office of International Development. **SALALM's** conference, which meets in late spring every year, brings together book dealers specializing in Latin American materials and academic librarians who share in the acquisition and collection development activities of Latin American materials. The theme for this year's was "Latin America in the World Economy: Research Trends in Globalization and Regionalism," and the program offerings reflected this orientation. The meeting's main focus was on past and present economic conditions of the region, with special emphasis on the recent moves toward economic integration. Exhibits and committee meetings also appeared prominently in the conference schedule.

The majority of sessions were devoted to the economies of Latin American coun-



tries. Panels discussed regional developments (the economics of publishing, the economic impact of land reform in the Andes, the development of eco-tourism in Central America, current development issues in Latin America, reports on the Cuban economy) and described information sources available to investors and researchers (*Wall Street Critique of Latin American Economic Data*). On the Cuban panel, speakers reporting on the current Cuban economic situation reminded the audience that Castro has been in power for nearly 40 years and that despite the collapse of the Soviet Union, Cuba has continued to follow the socialist line. One panelist presented information from a newly-formed, independent group, established in 1994 in Cuba, the **Asociacion Nacional de Economistas Independientes de Cuba**, whose goal it is to disseminate information about the Cuban economic situation to the rest of the world. Another panelist gave an overview of the Cuban economic situation and noted that today Cuba may well go through its worst economic crisis ever. Another speaker compared sources of information on the Cuban economy from 1993 to the present and reviewed newsletters, the format of choice for information about the Cuban economy. In the "Wall Street Critique of Latin American Economic Data" panel, staff from large US investment firms provided data and insights on Latin American economies. The economic data put out by Latin American central banks' bulletins is fairly complete and released in a timely manner for most Latin American countries.

Additional panels explored national cooperation (report on the **ARL Latin Americanist Research Resources Pilot Project**), new developments in the acquisition of Latin American library materials (electronically provided vendor records) and Latin American economics on the Internet. Speakers noted that Latin America and the Caribbean are the fastest growing Internet regions. One of the speakers reviewed seven economic resources freely available on the Internet. Further discussions focused on how the Internet can break down the hierarchies that have dominated all aspects of life in Latin America for so long. Internet access democratizes information, giving groups

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such as human rights advocates, labor groups, and environmentalists a powerful platform to transmit data and news.

Other panels focused on electronic reference sources for Latin American economic sources. Salalmistas had a chance to view demonstrations of PAIS and EconLit, the National Trade Data Bank, the University of New Mexico's Latin American Data Base (LADB) and InfoSouth, Lexis/Nexis, and the LANIC Internet. LADB publishes several weekly news digests on the Latin American region. These are sent directly to electronic subscribers and form a database containing all current and back issues. The LANIC Internet, a browser at the University of Texas at Austin, is a user centered server, charging no fees, which provides gateways to five Latin American countries. It facilitates use and diffusion of the resources available on the Internet. A postconference training session on the Internet was held on the University of Georgia campus. Two different sessions for different levels of users were offered.

SALALM's attendees had the opportunity to visit the University of Georgia's Peabody Awards Archives. All enjoyed the screening of a compilation of excerpts from newscasts showing the evolving relations between the United States and Cuba as well as informing the US public about life and politics in Cuba during those years. The newscasts were aired in 1959, six months after the overthrow of dictator Fulgencio Batista by Fidel Castro in 1961, in 1977 during the Carter administration when Cuban and American diplomats were exchanged, opening a door for the renewal of relations, and finally in 1985. As usual, librarians had a chance to cut deals with Latin American and Spanish book dealers, to work on national cooperation programs, and simply to exchange views and information with colleagues at other US and Latin American libraries.

New England Collection Management and Development Institute Sponsored by ALCTS Collection Management and Development Section

"Changing Currents in Collection
Management and Development" —
Wellesley College, Wellesley, MA
July 26-29, 1995

Report by Marilyn McSweeney
(Head, Serials and Acquisitions Services,
MIT Libraries)

The New England CMDI provided an

opportunity for concentration on the broad spectrum of issues in collection development through a mix of plenary sessions, small focus groups, as well as informal opportunities (usually involving food!) for discussing collections issues, renewing acquaintances, making new ones, or just trading tips on keeping cool in the hot, steamy weather. Speakers made liberal use of water metaphors to describe the status of collection development — changing currents, shape of the river, turbulent waters, flycasting, sharing a raft, running rapids, casting nets, and even, navigating the Bermuda Triangle. These metaphors were woven around the edges of the real substance of the CMDI — the presentation of ideas and shared experiences by speakers and participants to stimulate thought and action.

The tone was set by the keynote speaker, Merrily Taylor (Brown University). Using analogies drawn from Mark Twain's writings on training to become a river boat pilot (learn the "shape" of the river ... follow the shape in your mind, not just the one before your eyes ... the shape of the river is always changing ...) she outlined the challenges for today's collection managers, such as the tension between maintaining libraries' traditional strengths while moving forward to meet immediate and future user needs. She characterized collection managers as pilots on a vast, changing river of information.

Several of Taylor's points were echoed by other speakers in their talks:

- ** Remember libraries' essential mission.
- ** Necessity of continual analysis — is the library working? are users getting what they need?
- ** Ask users what they need — don't internalize what you think they need.
- ** Take risks, learn from computer professionals — don't aim for flawless service — try something to "see if it flies."
- ** Our staff are in a permanent learning curve.
- ** We can't just respond to change. We must think through its implications for the future of libraries.

In "Turbulent Waters: Scholarly Communication and Publication Issues," Ann Schaffner (Brandeis University) discussed trends in research and communication, highlighting differences between formal published communication with which libraries are familiar (structured, archival, peer recognition, stable, fee and copyright system) and the growing informal communication of research results enabled by the Internet (faster, more democratic, oral, unstructured, not archival). Documents themselves are also evolving; new genres such as FAQs, home pages, threads, and flames are emerging at a time when the scholarly monograph and A & I services are becoming endangered. As author lists become common, there

is a need for new concepts of authorship, copyright, and ownership. Schaffner traced the evolution of one information resource, using the example of the online physics preprints database.

Collections librarians must ask themselves new questions: it is no longer whether to collect, preserve, or catalog? but should we access, point to, collect, reformat, refresh, web-ize, or catalog? Schaffner cautioned us that while we focus on those questions, we also need to recognize that librarians' traditional professional values of preservation of knowledge, freedom of information, and equity of access may not always be shared by other information providers.

Eugene Wiemers (Bates College) presented scenarios about the library users of the future — what they might expect to find in the library, how they would make use of information resources, and what their document delivery needs might be. He urged us to look beyond the current system, to listen to users, to continue partnering in the scholarly process, and to learn new ways, teaching these techniques to users. Our future will be more expensive, and we'll need new models for funding.

In a session entitled "Flycasting in Cyberspace: Document Delivery and Beyond," we heard first about the "beyond" from David Ferriero (MIT) who painted a vivid description of library users with desktop access to information and library staff who dazzle users with their skills. Ferriero's assumptions underlying this view of our future are significant, but provide direction for our efforts today if we hope to achieve even part of this vision. The five areas that he detailed as requirements for the future:

- ** Technology, with adequate technical support, will be in place for storage and retrieval.
- ** Costs will require rational pricing, shared by all parties, with everyone characterized as a "have."
- ** Copyright will include fair use, and be technology neutral (we were reminded of current challenges to sections 107 and 108 of today's copyright law).
- ** Users will need comfort with technology, core competencies, collaborative relationships, options for access, and empowerment.
- ** Staff will be change agents, assuming a leadership role in collaboration, focusing on the customer to better understand user behaviors.

Technology, the cornerstone to our future, won't just happen. It will require the proper infrastructure and integration into all aspects of the library.

Sally Linden (Wellesley College) discussed the importance of user perceptions

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— not simply giving good service to one's users, but the necessity of persuading users that the best service is being provided. In a 1993 survey on ILL and customer satisfaction by the **University of Oklahoma**, the five criteria that equaled satisfied customers were means of notification (telephone preferred), convenience, correct item, timely receipt, and perception of good service.

As an illustration, Linden described a pilot project at **Wellesley's Science Library** which offered an expedited document delivery service to science faculty in lieu of placing five new subscriptions and back run orders that would have totaled \$7271. The library committed to filling 80% of requests for articles within three work days. The results were successful from both the faculty and the library points of view. All requests were filled within 3 days using either **CARL Uncover** or a local consortium supplier for a fraction of what it would have cost to purchase the subscriptions. Monitoring the number of requests (six for four of five titles) indicated that buying these titles would not have been the best use of their collections budget. At this time Wellesley's plan is to move this process into their regular Interlibrary Services (ILS) operation, and of course, continue to monitor the level of requests as an indication of whether the library should buy any of these titles in the future.

Florence Doksansky (Brown University) spoke about current trends in ILS: very high expectations from users, proliferation of fees (ILL transactions, commercial document delivery, copyright, national dues), a variety of organizational reporting lines (reference, circulation, acquisitions), growing need for technical support, and libraries' reluctance to pass costs along to users. It is not obvious how to pay these costs at a time when academic users are pinched by high tuition costs, fewer grants, and college and university administrators are looking for easy solutions. A pitfall to avoid is allowing administrators to think that "just in time" access is a substitute for all collections.

Collection development librarians were urged to take a more active role in ILS and document delivery within their own organizations.

** Find out: what are the policies? who are the suppliers? what consortial agreements exist?

** Influence document delivery choices.

** Promote the library's cost effectiveness.

** Are decisions about collections serving the library's mission?

** What meaningful measures are there for ILL?

** ILS operations, typically staffed heavily

by students, may need more organizational clout to gain support.

** Be sensitive to our ILS colleagues — they are often overworked and underappreciated.

Jutta Reed-Scott (Association of Research Libraries) and **Hannah Stevens** (Boston Library Consortium) brought us two perspectives in "Sharing the Raft: Cooperative Collection Development". Stevens focused on the **Boston Library Consortium (BLC)**, a local/regional organization of academic and research libraries, and its recent efforts in cooperative collection develop-

ment. A **Cooperative Collection Committee** has developed models to divide responsibility among several libraries in a way that will satisfy local needs as well as serve consortium users. To date, four subject agreements are in effect — two for monograph coverage (Asian business and economics, Latin American women's studies) and two for journals (chemistry and neuroscience).

In her remarks, Reed-Scott referred to electronic resource sharing as a "lifeboat" in the current crisis of collection development. We are in a time of transition for

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resource sharing, moving beyond institutionally-dependent, print-based collections to the age of electronically interconnected networks, document delivery to end users, and new partnerships. To meet the rising expectations and needs of our users (who want items, not citations), some of the larger libraries need to take a leadership role in developing new ways of guaranteeing continued full text access to materials that are important, but are beginning to fall outside the core of what many libraries are currently able to purchase. Reed-Scott described the ambitious **AAU/ARL project** which grew out of the "AAU Task Force on Acquisition and Distribution of Foreign Language and Area Studies Materials" (April 1994). There are three demonstration projects for titles from Latin America, Germany, and Japan. The current work of planning, testing, and implementation phases will help develop the ways to address the significant technical and intellectual property issues. The long term goal of a seamless web of global access will only be reached in small steps, eventually changing the culture for users, faculty, and librarians.

The final plenary session, "Running the Rapids and Avoiding Snags: Developing the Electronic Library", was presented by Sam Demas (Cornell University). In his talk about the role of collection development in the selection of electronic resources Demas emphasized the need to mainstream the selection of these materials, adopting a collaborative approach. He does not advocate having separate staff selecting electronic materials as a unique category. Ultimately, all selectors need to be involved; they already have the subject expertise, they just need to develop the technical. Demas also urged libraries to budget for content (electronic resources), not just for the technical infrastructure. There must be content to deliver on the infrastructure.

Demas described the organizational model in Cornell's Mann Library to facilitate a mainstream approach. They have developed job descriptions for genre specialists, categories of information genres, selection considerations in addition to the traditional ones (e.g. format choice as added value, hardware/software/telecommunications requirements, and service implications), and types of access needed by users. New titles or products are brought for consideration to a selection review board who assess organizational impact, share expertise from different functional perspectives, and coordinate implementation. When this group eventually disbands, it will be an indication that they feel electronic resource

selection and evaluation is completely mainstreamed.

Interspersed with the plenaries were the concurrent **Issues Sessions** which provided each participant a choice of four of eight smaller, focused lecture/discussions on specific topics: collection development policies, preservation of current and future formats, collection assessment and evaluation, communication and liaison with users, budget and allocation, weeding and storage, selection issues, and changing organizational patterns. These sessions offered the chance to learn the basics of a topic, discuss methodologies or concrete examples, and raise questions from our own experiences. (Some of the best ideas I gleaned at the **CMDI** came from these sessions. For more detailed information about these, another summary article will appear in *Library Acquisitions: Practice and Theory*.)

At the close of the program, a panel of speakers offered their ideas about the future and engaged in lively dialog with other participants in "Casting a Wide Net: the Future of Collection Development." To prepare us for re-entry in the real world, Tony Ferguson (Columbia University) shared some valuable techniques for really making use of what we learned when we returned to our home institutions.

10th Anniversary Conference of the North American Serials Interest Group

Report by Frances C. Wilkinson and
Marilyn P. Fletcher
U. of New Mexico General Library

The Tenth Annual North American Serials Interest Group (NASIG) Conference was held at **Duke University** in Durham, NC, from June 1-4, 1995. The theme of this year's conference was "Serials to the Tenth Power: Tradition, Technology, and Transformation." The tenth anniversary conference celebrated ten years of growth, from a small group of serials folks to almost 600 attendees. The opening session celebration allowed founding members the opportunity to reminisce about the early days of NASIG and how the group was formed. It all began with a trip the UK to attend the meeting of the **UK Serials Group** in the Spring of 1984. Following a planning meeting during a **Charleston Conference** that fall led to the first NASIG conference held amidst the "Gothic towers and grassy lawns" of Bryn Mawr College.

For serialists, these conferences are highly useful and informative since they are entirely devoted to both present and future serials concerns. NASIG offers Plenary Sessions where timely papers are presented,

choices of Concurrent Sessions, choices of practical Workshops, and informal discussion groups. Discussion and questions at the end of each presentation or session are encouraged. The structure of the conference promotes informal communication among librarians, vendors, and publishers. Since NASIG is held each year at a different university campus, attendees stay in the dormitories, share facilities, and eat at the student union or cafeteria, making NASIG a very affordable conference. Communication in this setting is easy and friendly. Both the feel and dress code for the conference is very casual. The conference planners go out of their way to provide participants the opportunity to get to know each other at a variety of breaks, evening mixers, and tours, affording participants the opportunity to meet with and share information with other colleagues in the field.

NASIG follows a pattern of offering three plenary sessions attended by all members featuring outstanding speakers addressing various topics. The topic for Plenary Session I was "Approaching the Precipice: Re-engineering the Structure of the Scholarly Information Universe." Many aspects of electronic information were discussed. The real or imagined demise of paper-based publication processes were considered. An update on the **National Information Infrastructure** and the **Association of Computing Machinery's** electronic publication plan was presented. Plenary Session II, "Copyright Camps: Electronic Fair Use in the Crossfire," featured a variety of compelling copyright and fair use in the electronic era concerns and issues. The papers given provided much food for thought and pointed out the interests of many players in this complex arena. Plenary Session III, "Visions for a New Decade of 21st Century Serials," included thought-provoking papers ranging from the impact of politics and the potential of technology on information access in South Africa to security and uses of the Internet. The plenaries concluded with comments on serials in the networked environment which summarized the various themes that had been discussed and offered a look into the future. These presentations were not only impressive in terms of content but also visually interesting. "Powerpoint" was frequently used, with the data and graphics going directly from the personal computer on the stage to the screen.

"Electronic Publishing: Hot Projects in Progress" was the topic of the two sets of Concurrent Sessions. Projects currently underway ranged from specific electronic journals, such as *Chicago Journal of Theoretical Computer Science*, to publisher endeavors such as Elsevier's step toward full-text electronic delivery.

continued on page 93

Bet You Missed It

Press Clippings — In the News — Carefully Selected by Your Crack Staff of News Sleuths

Column Editor: Rosann Bazirjian (Florida State University)

NB: We have varied the length of article abstracts in the past several issues of ATG. This issue contains a mix of lengths. We would like to hear your comments about the appropriate article abstract length. What do YOU like? — RB

Ottoman Archives by **Twyla Racz** (Eastern Michigan University)

Interest is growing and permission is easier to obtain in working with the Ottoman archives; but they remain difficult to use. Not only are they written in a different script and vocabulary

than today, but no complete catalog exists and won't for years. See — **Finkel Andrew**, "Deciphering the Documents," **Civilization** (May-June, 1995), p. 24-25.

Those (Inter)Active French by **Sandy Beehler** (Cornell University)

This article describes the **Minitel** interactive information service system that has been in use in France for 12 years, providing 24,600 services from over 10,000 companies. Though technologically not state-of-the-art, it provides a model for how the general public is likely to use online services in the future — especially

given the recent introduction of terminals that can read credit cards. Since 1991, practical services such as banking and tourism represent the highest proportion of **Minitel** use, and it has become a part of everyday life in France. See — "Clunk-Click Every Trip," **Economist**, August 19, 1995, p. 62.

Warning to Techies by **Twyla Racz** (Eastern Michigan University)

This is a very interesting look at some of the negative aspects of technology, with the warning that unless society is careful in its technological applications, it

may lose its humanity. See — **Karaim, Reed**, "Technology and its Discontents," **Civilization**, May-June, 1995, p. 47-51.

The Cyberlibrarian Speaks by **Pamela Rose** (SUNY at Buffalo)

Cyberlibrarian Cynthia provides a list of Net sources where "traditional library resources" are stored. Some examples: **Project Gutenberg's** books at wuecon.wustl.edu, and **Statistical**

Abstract of the U.S. at <http://www.census.gov:80/stat.abstract>. See — **James-Catalano, Cynthia N.**, "The Virtual Library," **Internet World**, 6 (6) (June, 1995), p. 26.

The Yellow Kid by **Twyla Racz** (Eastern Michigan University)

Kanfer discusses the early newspaper comics, especially the popular "Yellow Kid" which gave yellow journalism its name. Later, however, the comics were judged

too violent and a censorship code was imposed. See — **Kanfer, Stefan**, "From the Yellow Kid to Yellow Journalism," **Civilization**, May-June 1995, p. 32-37.

TV Sets and Chips by **Twyla Racz** (Eastern Michigan University)

Corry denounces the recent Senate votes to require the installation of computer chips into new TV sets, and to impose criminal penalties for "smut" on a network,

and explores the reasons why it all came about. See — **Corry, John**, "Salty V-Chips," **American Spectator**, September, 1995, p. 42-43.

Battle Over Electronic Rights by **Joan Loslo** (University of Northern Iowa)

Who owns the rights to the different format versions which can now be created from a writer's work? Publishers are scrambling to acquire electronic rights as computers, CD-ROMs and the Internet

(the new "multi-media") undercut the old rules of book publishing. See — **Jones, Malcolm, Jr.** with **Ray Sawhill**, "Who Owns the Word?" **Newsweek**, 126 (7) (August 14, 1995), p. 71-72.

Dollar's Rise by **Sandy Beehler** (Cornell University)

This is a brief article describing the status of the U.S. dollar in the world's currency markets. After 10 years of steady decline reaching an all-time low in April, 1995, the dollar's value against the yen and Deutschmark has risen, helped by recent strong intervention by the central banks. The author feels the dollar's future strength hinges on two factors — budget and trade deficits — as well as the continuing general health of the American economy. See — "Greenbacks

Can Jump," **Economist** (August 19, 1995), p. 69.



Chips Power by **Sandy Beehler** (Cornell University)

In 1965, **Gordon Moore**, one of **Intel**'s founders, predicted that the computer chip would double in power every two years. To date, this has proven true, but manufacturers are now reaching the physical limitations of miniaturization using current methods and materials. Chip designers are ex-

ploring options — using other materials such as gallium arsenide, and other methods, such as optical computing — but for the time being we can expect two or three more generations of silicon chips before a switch has been made. See — “The End of the Line,” *Economist* (July 15, 1995), p. 61.

Award Winners by **Twyla Racz** (Eastern Michigan University)

In this article, West reviews this year's Caldecott, Newbery and Andrew Carnegie Medal winners, and decides they “conform to a trend-conscious political

correctitude.” See — **West, Diana**, “P.C. Mommy Knows Best,” *American Spectator*, July, 1995, p. 64-65.

Post Offices Come of Age by **Sandy Beehler** (Cornell University)

Besides the multimedia kiosks to be placed in post offices beginning next year, the postal services is also offering a range of e-mail security systems, including an

electronic certificate of identity and an electronic postmarking service. See — “The Snail's Revenge,” *Economist*, (August 5, 1995), p. 56.

Chips Shortage by **Sandy Beehler** (Cornell University)

Buying the new **Windows 95** software will also mean having to

buy more memory to run it — but that may not be easy to do in the next year. This article predicts a shortage in 4-megabit chips, which are the most popular, due to the lack of new factories to produce the chips and an over investment in production of 16-megabit chips that are too large and expensive for most consumers. Eventually the larger chips will overtake the market but will bring profits only to those semiconductor companies that produce the best design in terms of miniaturization and flexibility of use. See — “Semi-conductors — Remind Me How To Make Money,” *Economist* (August 26, 1995), p. 55.



OTA On the Line by **Sandy Beehler** (Cornell University)

The subject of this article is the proposal by Congress to cut funding for the **Office of Technology Assessment**, which would effectively abolish it. The OTA is a bipartisan agency that has been producing reports on technology proposals being considered by Congress since 1974, and it has been deemed worthy of imitation by other governments. The fact

that it takes a non-political approach in its evaluation of technology has earned it few friends to speak up for it during the current crisis. The author concludes that some things about the OTA may need fixing, but it is an agency worth keeping around. See — “Reassessment With Extreme Prejudice,” *Economist*, (August 12, 1995), p. 65.

The Internet in Court by **Phil Dankert** (Cornell University)

In 15 states, legislation has either been introduced or, in the case of 5, bills have been signed into law which are designed to restrict what can be transmitted on computer networks. While legal experts believe that most of these laws will eventually be overturned by the courts, there is still great

concern about their potential impact on the academic community. Restrictions on what people can say could very well eliminate the Internet's value as an academic tool. See — **Wilson, David L.**, “Restricting the Networks,” *Chronicle of Higher Education*, June 30, 1995, p. A17, A19.

What is Fair Use by **Phil Dankert** (Cornell University)

The author of this “Point of View” column suggests that what is now “most urgently needed is for faculty members and academic administrators to become better informed about the role that fair use ... plays in supporting higher education.” He is commenting on the “Preliminary Report of the Working Group on Intellectual Property” which was released in

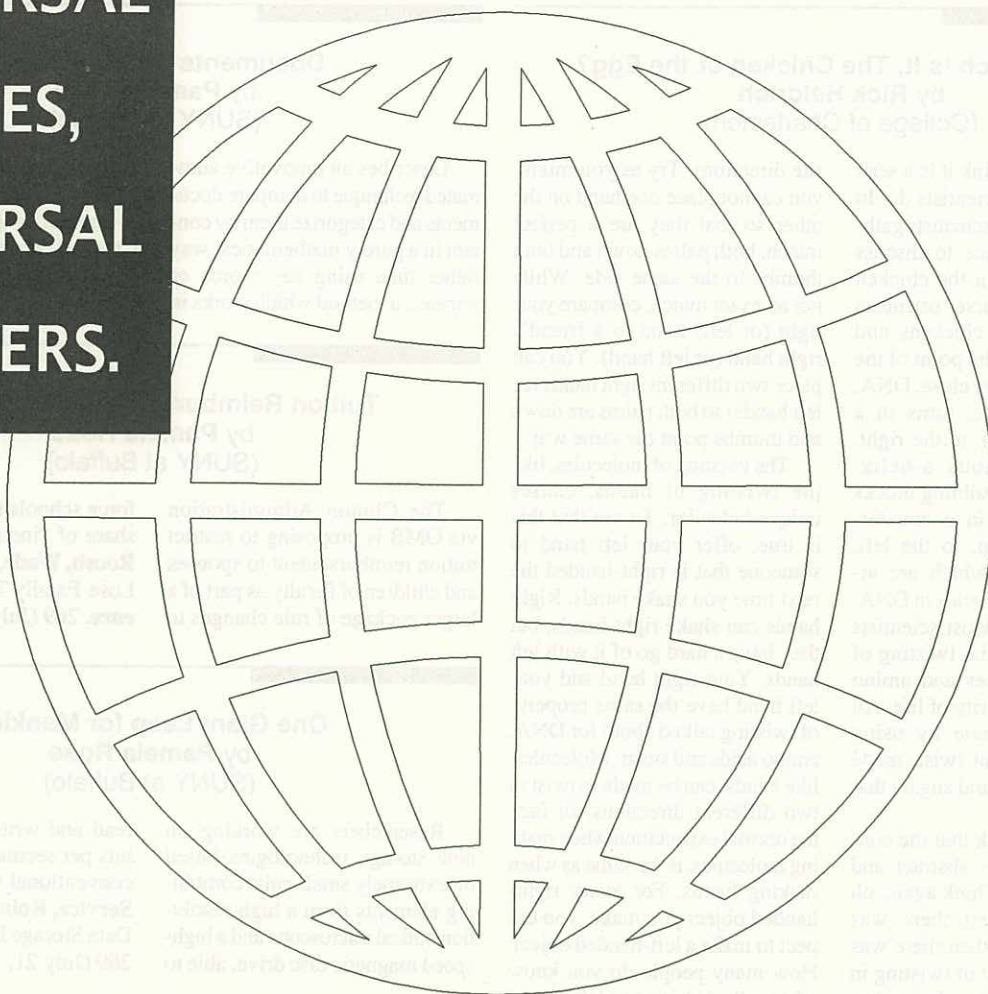
July, 1994, and on some of the reasons why representatives of libraries and educational organizations have reacted with alarm to its major recommendations. See — **Frazier, Kenneth**, “Protecting Copyright and Preserving Fair Use in the Electronic Future,” *Chronicle of Higher Education*, June 30, 1995, p. A40.

Web Privacy by **Phil Dankert** (Cornell University)

Should the fact that most World Wide Web sites store a list of the addresses of all the computers that have visited them be a concern to users of the Internet? Opinions differ over whether such records threaten the privacy of Web users. As one individual noted, “there's a lot more information about people held by credit-card databases than cur-

rently exists in cyberspace.” At this point technological solutions are being worked on that will allow for the collection of information while, at the same time, preserving the privacy of users. See — **Wilson, David L.**, “The Network has Eyes,” *Chronicle of Higher Education*, (July 21, 1995), p. A17-A18.

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Well, Which Is It, The Chicken or the Egg?

by Rick Heldrich
(College of Charleston)

You may not think it is a serious question, but scientists do. In fact, a collection of scientists gathered at a conference to discuss one question: was it the chicken or the egg? Of course, scientists do not talk about chickens and eggs like that, but the point of the discussion was pretty close. DNA, the polymer of life, turns in a clockwise direction, to the right, forming the famous a-helix. Amino acids, the building blocks of proteins, twist in a counterclockwise direction, to the left. Sugar molecules, which are attached to the amino acids in DNA, twist to the right. Most scientists associate the peculiar twisting of DNA, carbohydrates and amino acids to the peculiarity of life. All living things operate by using DNA polymers that twist, made up of amino acids and sugars that also twist.

You might think that the concept of twisting is abstract and irrelevant to you. Think again, oh twisted ones. (First there was Oliver Twist, and then there was you?) The property of twisting in one direction or the other is before you. It is in your hands. Really!

Compare your left hand to your right hand. They look the same except that they "twist" in oppo-

site directions. Try as you might, you cannot place one hand on the other so that they are a perfect match, both palms down and both thumbs to the same side. While not an exact match, compare your right (or left) hand to a friend's right hand (or left hand). You can place two different right hands (or left hands) so both palms are down and thumbs point the same way.

The twisting of molecules, like the twisting of hands, causes unique behavior. To see that this is true, offer your left hand to someone that is right-handed the next time you shake hands. Right hands can shake right hands, but they have a hard go of it with left hands. Your right hand and your left hand have the same property of twisting talked about for DNA, amino acids and sugar. Molecules, like hands, can be made to twist in two different directions. In fact, the normal expectation when making molecules, is the same as when making hands. For every right-handed object you make, you expect to make a left-handed object. How many people do you know who really do have two left hands? Molecules are available that twist both ways, but living systems selectively utilize only molecules that twist in one way.

So what is the Big Question? "Which came first, life (the chicken) or the selective use of twisting molecules (the egg)?" The question was debated but not definitively answered. A few participants argued that the twisting molecules were introduced from extraterrestrial sources. If that is the origin of twisting on earth, the central question remains, where did the extraterrestrial building blocks come from? A planet where there was life? Is there a planet where life forms use DNA, the polymer of life, that turns in a counterclockwise direction, to the left made from amino acids that twist in a clockwise direction and sugar molecules that twist to the left? Are people on that planet "lefties" as a norm? The search continues. See — "Getting All Turned Around Over the Origins of Life on Earth," by Jon Cohen, *Science*, vol 267, 1265-66 March 3, 1995.



Documents Categorization

by Pamela Rose
(SUNY at Buffalo)

Describes an innovative automated technique to compare documents and categorize them by content in a purely mathematical way rather than using key words or phrases, a method which works in

any language. See — **Damashek, Marc**, "Gauging Similarity With N-Grams: Language-Independent Categorization of Text," *Science*, 267 (February 10, 1995), p. 843-848.

Tuition Reimbursement On the Line

by Pamela Rose
(SUNY at Buffalo)

The Clinton Administration via OMB is proposing to restrict tuition reimbursement to spouses and children of faculty as part of a larger package of rule changes to

force schools to shoulder a larger share of "indirect costs." See — **Roush, Wade**, "New Faculty May Lose Family Tuition Help," *Science*, 269 (July 14, 1995), p. 158.

One Giant Leap for Mankind

by Pamela Rose
(SUNY at Buffalo)

Researchers are working on new storage technologies based on extremely small units combining elements from a high-resolution optical microscope and a high-speed magnetic disc drive, able to

read and write data at 8 million bits per second, a giant leap over conventional CD-ROMs. See — **Service, Robert E.**, "Pushing the Data Storage Envelope," *Science*, 269 (July 21, 1995), p. 299-300.

New Journal Emerges

by Pamela Rose
(SUNY at Buffalo)

Penn State materials scientist **Rustum Roy** is starting a new journal, *Innovations in Materials Research*, to allow publication without the hassle and delay of

the independent scientific ("peer") review. See — **Kaiser, Jocelyn**, "Results Without the Review" in Random Samples Section, *Science*, 269 (July 21, 1995), p. 205.

Satellite Power
by Sandy Beehler
(Cornell University)

One of the problems with tapping the rich resources of the World Wide Web is the time it takes to download information once you find it. The networks owned by television cable companies have the potential to handle information transfer faster, but these networks are not yet capable of allowing two-way connections. This article discusses the DirecPC satellite service offered by

Hughes Network Systems — a service that already can transfer data at a rate of 400,000 bits a second, and aims to increase the rate to 2m bits in the near future. Hughes hopes to market its services not only to individuals but to commercial customers. It has already signed a contract with IBM. See — "Data Communications — Deluged," *Economist* (July 22, 1995), p. 77.

Bailey's Industrial Oil & Fat Products,

Fifth Edition

Edited by Y.H. Hui

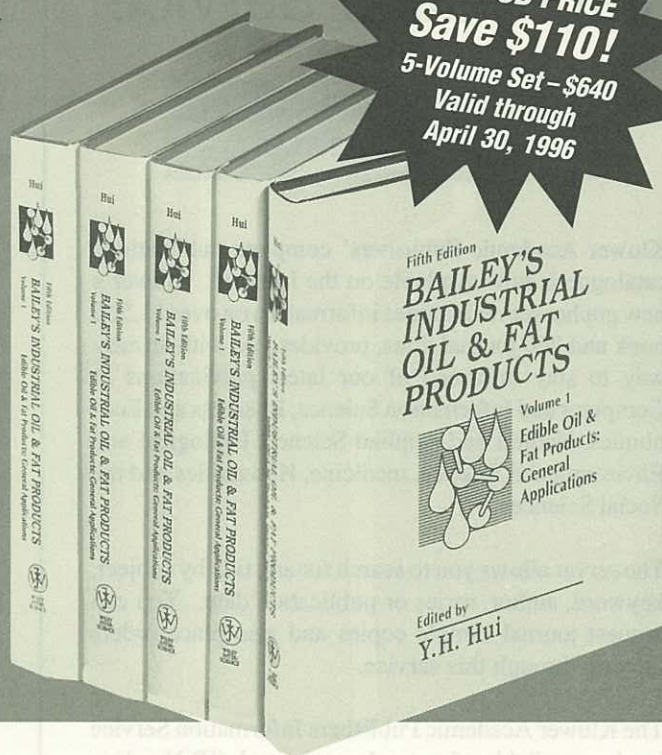
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Unregulated World by Rosann Bazirjian (Florida State University)

This article discusses possible scenarios that might take place if Congress tosses out the antiquated Communications Act of 1934. Should that happen, barriers dividing our Baby Bells and cable companies would be torn down. The author hypothesizes what

might happen to the Baby Bells, cable companies, broadcasters and programmers, predicting who will be the winners and losers. See — **Kupfer, Andrew**, "How You Can Pick the Winners in the New Communications War" *Fortune* 132 (2) (July 24, 1995), p. 159-160.

Storing Sound by Sandy Beehler (Cornell University)

Ken Thompson, the man who invented the Unix operating system, is now devoting his spare time to developing a way to compress sound so that it can be accessed, downloaded and stored on a PC. He has already gathered a huge database of recorded sounds — click on any title and the music

begins to play. The work of Thompson and others has caused some panic among music distributors and garnered criticism from hardcore audiophiles who claim compression ruins the quality of the original sound. See — "Music on Demand," *Wired* (August, 1995), p. 82.

Web-Based Encyclopedia Available by Sandy Beehler (Cornell University)

The Web-based edition of the *Encyclopedia Britannica*, called **Britannica Online**, is now available to colleges and universities and will soon be accessible to individuals. There are obvious advantages: automated search capa-

bility, 24-hour availability, and for the publisher a potentially wider audience for its product which it hopes will carry the company into the 21st century. See — "Encyclopedia Britannica Online," *Wired*, (August 1995), p. 72.

Finance and Research in Conflict by Pamela Rose (SUNY at Buffalo)

NIH or NSF funded researchers will soon both determine what constitutes financial interests and research conflict and what to do about it, under new rules set by

PHS. See — **Mervis, Jeffrey**, "Final Rules Put Universities in Charge," *Science*, 269 (July 21, 1995), p. 294.

Tribute by Twyla Racz (Eastern Michigan University)

This is a tribute to **Norman Podhoretz** both for his writing and for his editing. Mr. Podhoretz recently retired after 35 years as

editor of *Commentary*. See — **Ferguson, Andrew**, "Making It Final," *American Spectator*, July, 1995, p. 44-45.

Those Confusing Looseleaves — Some Thoughts on their Management

Column Editor: **Jack G. Montgomery** (Technical Services Librarian, Law Library,
U. of Missouri-Columbia MONTGOMERY@law.missouri.edu)

This article, like many others, is the result of a conversation with a colleague. In this conversation, my colleague from a general academic library expressed a great deal of confusion and anxiety regarding the expense and management of publications in the looseleaf format and suggested I "write something about it." While working with this particular genre of publication is an everyday occurrence for most law librarians, for those in public and general academic libraries, looseleaf publications fall into the category of a specialty publication. In this article I hope to provide some background and some ideas for simplifying the management of looseleaf publications. Looseleaves can be a substantial commitment of time, money, and labor, so managing them effectively should be a high priority in any environment.

One of the first tasks in looseleaf management is to define the publication. **Pamela Bluh**, assistant director of technical services at the Marshall Law Library, University of Maryland in Baltimore, defines the looseleaf as "a publication comprised of individual loose pages kept together in a binder from which pages, either individually or in groups, may be easily removed or added."¹ (Bluh, p.63) The reason for removing and adding pages is an attempt to keep the publication up-to-date. This idea of currency is crucial in the practice of law, as today's decision may overturn yesterday's rulings and set a new precedent in the handling of a specific legal problem. This need to be current with the latest information is the reason for the appearance of the looseleaf format in the fields of medicine, scientific research, and business.

Looseleaf publications are structural in several ways. **Michael Petit**, Associate director of Technical Services at the D.C. School of Law Library, defines three basic types in his excellent article entitled "The Evaluation, Selection, and Acquisition of Looseleaf Publications." Mr. Petit first makes the distinction between a "sequential" and an "interfiled" looseleaf service. Sequential looseleaf publications "receive periodical supplements filed either before or after existing pages within the set."² (Petit, p.418) Mr. Petit adds that these supplements are designed to be routed to interested parties and then filed within the larger set and are often eventually replaced with bound

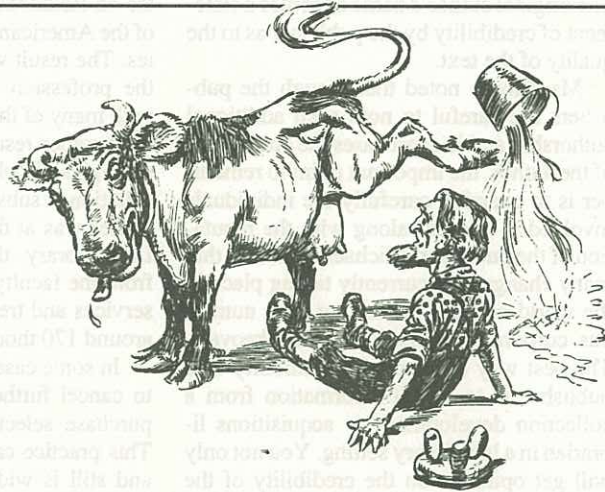
volumes on transfer binders. Transfer binders usually consist of a paper binder sent with instructions as to what parts of a looseleaf service are to be collected and stored within that binder. Once filed, the information within the transfer binder is considered complete and will no longer be supplemented. Usually the binder cover contains a description of the material contained within.

The next type of looseleaf as defined by Mr. Petit more closely resembles the original definition. Here only the pages where changes in the text have occurred are supplied with the parts of the corresponding table of contents and index pages. Most of these services "attempt to compile all relevant primary source materials on a specific topic in one set of books."³ (Ibid, p.418)

Primary source materials in a legal setting are those court decisions, statutes, or administrative regulations that are legally binding. This differs from what are known as secondary source materials which describe or otherwise elaborate a specific ruling or legal issue.

The final type of looseleaf publications are called looseleaf treatises. Mr. Petit indicates that "the supplements to these treatises can be both sequential and interfiled."⁴ (Ibid, p. 418) This mixed and combined approach to supplementation tends to create a new layer of complexity with regard to the filing of that supplementation. These titles are usually on a specific topic or subject area. A looseleaf treatise is one way to begin the process of legal research if you are unfamiliar with the topic. However, no competent researcher would consider even an up-to-date looseleaf treatise to be the sole source for their research. These treatises are used as a springboard to the relevant primary source and researchers often continue their research by using online sources such as Lexis and Westlaw to check the currency of the decisions.

The idea of currency leads us to one of the most controversial issues surrounding the looseleaf format, that of the claims by



looseleaf publishers that their publications provide the most up-to-date information on a specific topic. While currency of information is increasing with the addition of updating formats such as CD-ROM and software packages, it should be clearly understood that much of the supplementation information is at least three-to-six-months-old as of the time of filing. While the content value of the information is unaffected, the claim of most current information must be taken in context with the realities of acquiring, editing, and physically publishing the information found in looseleaf treatises. It should be noted that the sequential and interfiled looseleaf more closely approaches the concept of currency than the treatise as its supplementation tends to be more frequent.

The selection and evaluation of looseleaf publications entail multiple criteria. **Elaine Moore**, Acquisitions Librarian at the Law Library at Valparaiso University in Indiana, suggests "currency, credibility, comprehensiveness, and convenience."⁵ (Moore, p.212) In her study of 26 looseleaf titles in 1986, Ms. Moore found many titles lapsed in currency and found that "20 of the 26 titles had 1986 supplements but only eight of them cited 1986 cases."⁶ (Ibid, p. 213) In her examination of credibility, Ms. Moore discovered the trend toward multiple authorship found frequently in looseleaf treatises, often provided an illusion regarding the actual authorship.

In the practice of law as in other fields, some opinions are valued more highly than others, with a treatise by a noted legal scholar having more weight than that by a lesser

continued on page 72

known colleague. This has led to a practice of keeping that well-known author's name on a text long after his death with the subsequent editions actually being penned by a lesser-known, but no less competent, scholar. The original author's name becomes a statement of credibility by the publisher as to the quality of the text.

Ms. Moore noted that though the publishers are careful to note each additional authorship and in most cases the credentials of the author, the important point to remember is to examine carefully the individuals involved in the text along with the reputation of the publisher. Michael Petit adds that many changes are currently taking place in the world of legal publishing with numerous corporate acquisitions and takeovers. The best way to check the credibility of a publisher is to solicit information from a collection development or acquisitions librarian in a law library setting. You not only will get opinions on the credibility of the publisher, but also will obtain insights into the peculiarities and problems associated with that particular publisher. Try to get at least two separate opinions and listen carefully to the content and quality of the answers.

When checking the comprehensiveness of coverage, Ms. Moore advises that the looseleaf treatise should contain reference to primary legal sources, thoughtful analysis, and detailed appendix materials. They may also include various references to outside sources on the topic and even types of forms relevant to the subject area such as wills, trusts, and estates. Ms. Moore advises you to consider the audience for whom the title was designed. A treatise on Missouri Divorce should not be expected to cover the same topic in other states, though references to federal sources should be present.

Finally, you should question those involved on a daily basis about the usability of the set. Can your reference staff make quick referrals from the index to the text? In many cases you will need to refer to more than one volume at a time, so cross-references are essential. You do not read a looseleaf from cover to cover, but rather check only those sections that apply to your issue. Ms. Moore indicates that sequential supplementation is beneficial because of "the ease with which one can skim the supplement for new topics and developments."⁷ (Ibid p. 219)

Another significant issue is the cost of looseleaf materials which must include their upkeep. Those of us in law libraries saw a disturbing pattern of excessive yearly costs emerge in the 1980's with several major

looseleaf publishers. As shrinking budgets were being gobbled up, librarians raised the alarm and responded with several strategies for averting disaster. The first of these strategies was the monitoring of prices and reporting the finding in the online environment and in organization newsletters like *The CRIV Sheet*, the organ of the committee on Relations with Information Vendors of the American Association of Law Libraries. The result was increased awareness by the profession and an opening of dialog with many of these looseleaf publishers.

Another result was the development of strategies of collection evaluation and cancellation of subscriptions. In 1992 when this author was at the University of Cincinnati Law Library, the librarians — with input from the faculty — canceled 472 looseleaf services and treatises for a total savings of around 170 thousand dollars.

In some cases the library elected simply to cancel further supplementation and repurchase selected sets every three years. This practice called "write-for-order," was and still is widely employed today. Alan Story in his article on excessive looseleaf costs indicated that "one state law library projects its annual savings as high as \$25,000 by repurchasing new sets every two to three years while declining all interim up keep."⁸ (Story, p. 40)

Other options offered by the publishers include a "library program" consisting of an agreement between library and publisher to accept a certain number of publications for a specified fee. These programs allow the library to avoid the political problems of cancellations with patrons and the hassle of reviewing batches of publications every two or three years and labeling of noncurrent volumes.

The final result was a commitment by publishers to hold down costs and frequency of looseleaf supplementation. When looking at the purchase of a set, it pays to look over the previous year's supplementation costs which under FTC guidelines must be a part of any advertisement. Cost should not be a determining factor with regard to purchase, but care must be taken to keep track of the actual cost of maintaining looseleaf titles on your shelves.

A significant cost element, often overlooked by those involved in budgets, is the amount of staff time required to update a looseleaf service or treatise. The filing of looseleaf supplementation is a task that requires concentration and attention to detail. Many staff find the task tedious and boring. Pamela Bluh recommends filing shifts be scheduled for no more than two hours, as filers with shifts longer than that usually start to suffer from boredom⁹ (Bluh, p. 64), with costly mistakes being the inevitable

result. Training of staff in the procedures surrounding looseleaf filing is critical. One solution employed by the law library at the University of Virginia was to employ part-time people (in some cases retirees) who could only work a limited number of hours to do the looseleaf filing. Each person was assigned a specific number of titles with which he or she developed the familiarity necessary to avoid mistakes and recognize problems with the service. Other recommendations include assigning each staff member to a short period of filing or allowing student assistants to do the filing in a carefully supervised atmosphere. If no one has experience with filing looseleaf publications, remember that most sales representatives for looseleaf publishers are glad to teach the staff the proper methods. In fact, training should be insisted upon as a condition of purchase. The sales/account representative should also periodically accompany you to the stacks to review filing and the conditions of the binders. Most heavily used binders need replacement every five years. Replacement of worn binders should also be provided as an expected part of your subscription at no additional charge.


Finally, we come to the question of retention with regard to looseleafs. In early 1994, I conducted an informal survey on the LAW-LIB listserv with regard to how libraries handled those looseleaf services and treatises no longer supplemented. It should be noted that the popular wisdom in law libraries is that a nonsupplemented looseleaf retains a current value for up to three years beyond cancellation, hence the common write-for-order practice of repurchasing the title every two to three years.

The answers to the online retention survey fell into three categories. First, was "label and keep on shelves." Many librarians felt that even an out-of-date service provides a "snapshot" or "slice of life" picture of the law in a particular area. Others felt that such titles had at least some historical value for research and kept the book count from declining. Titles should be clearly labeled to prevent confusion. Second was "withdraw and toss." Several librarians viewed the looseleaf in an ephemeral manner. As one indicated, "with looseleafs, you have your basic integrity of the text constantly changing inside itself. Looseleafs are unique and need to be thought of in that way." These librarians advised withdrawal of titles no longer supplemented. Even a labeled volume can and will be assumed to be current. As to the idea that retained volumes provide a "snapshot" of the law, one librarian remarked that "the looseleaf as a snapshot may cut off the subject's head, if you will." The third category was "keep for

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a time and then withdraw." Finally, a third solution emerged which recognized that there may be research value remaining in a canceled looseleaf service, but, that once any remaining currency has been exhausted, the titled should be withdrawn. Time frames ranged from six months to two years. During this period the title should be clearly marked as to the last formal release. A "tickle file" is kept as the title is pulled and withdrawn.

It should be clear that one short article cannot cover all the issues surrounding the acquisition and maintenance of looseleaf publications. For this reason I've included a bibliography of well-written articles on various aspects of the topic, including the problems surrounding the descriptive cataloging of looseleaf publications which are in effect both monographs and serials. Since they first appeared in 1914, looseleaf services and treatises have presented those who purchased and managed them with challenges and sometimes confusion, yet they remain a valuable publication format. The new trend of supplying this type of current information for these services on CD-ROM will certainly change the nature of these publications and present an entirely new set of management-oriented challenges to the library community. 

Footnotes

- ¹Pamela Bluh, "Legal Looseleaves: no grounds for intimidation," *Serials Review*, 15, no.3, pp 63-66 (1989).
- ²Michael J. Petit, "The Evaluation, Selection, and Acquisition of Legal Looseleaf Publications," *Library Acquisitions Practice and Theory* 17, pp. 417-426 (1993).
- ³Ibid, page 418.
- ⁴Ibid, page 418.
- ⁵Elaine M. Moore, "Quality of looseleaf treatises: analysis of the publishers contributions," *Legal Reference Services Quarterly*, 8, no.1/2: 209-224 (1988).
- ⁶Ibid., page 213.
- ⁷Ibid., page 219.
- ⁸Allen C. Story, "Cost excess in supplementing looseleaf publications," *Law Practice Management* 18, pp38-40 (April 1992).
- ⁹Bluh, page 64.

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Library Profile

Social Work Library — Boston College

by Donna L. Ferullo

Column Editor: **Barbara Dean** (Fairfax County Public Library) <bdean@leo.vsla.edu>

The College:

Boston College was founded in 1863 by the Society of Jesus and is one of twenty-eight Jesuit colleges and universities in the United States. The main campus is located in Chestnut Hill, Massachusetts which is a suburb of Boston. The College is spread out over approximately 185 acres with 88 buildings. Boston College has an enrollment of 10,395 undergraduates and 4,303 graduate and professional students with a teaching faculty of 604. The undergraduate program is comprised of five schools: Arts and Sciences, Management, Education, Nursing, and the Evening College. The six graduate and professional schools are: Graduate Arts and Sciences, Management, Education, Nursing, Social Work, and Law. According to the Boston College Admissions Catalog, the College "is devoted to the moral and intellectual education of its students and to the general advancement of human understanding" and is dedicated to providing "a curriculum that presents the content and the spirit of the liberal arts, in conjunction with academic specialization and professional education."

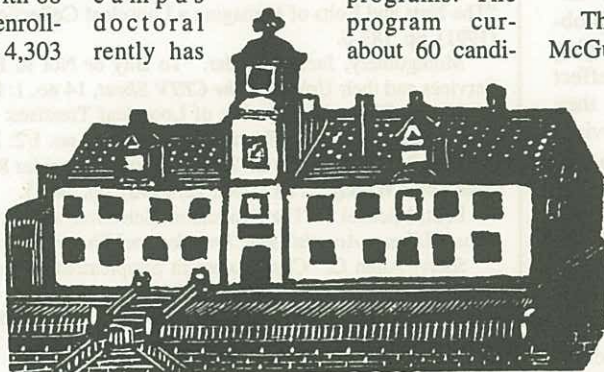
The Graduate School of Social Work:

Boston College established the Graduate School of Social Work (GSSW) in 1936. In 1979, the GSSW instituted the doctor of social work degree program. The GSSW also offers joint degree programs with the Graduate School of Management, the Law School, and the Institute for Religious Education and Pastoral Ministry. The 1995 *US News & World Report* survey of graduate schools rated the Boston College Graduate School of Social Work as one of the top twenty graduate social work programs in the country.

The full-time masters program is two years and the part-time program can be completed in either three or four years. The GSSW offers part-time students the opportunity to take courses for the first two years at one of four off-campus programs which are located in three towns throughout Massachusetts and one site in

Maine. During the final year of the part-time program, students must take classes full-time at the Chestnut Hill campus.

The enrollment in the GSSW masters program has increased substantially every year for the past five years. There are approximately 450 students in the Chestnut Hill program and 100 students in the off-campus programs. The program currently has about 60 candi-



dates at various stages in the program. Students in the masters program must select a concentration in either clinical social work (csw) or community organization, planning, policy and administration (coppa). The masters students usually attend classes Wednesdays, Thursdays, and Fridays. The beginning of each week is generally spent in a field placement setting.

The Boston College Libraries:

There are eight libraries that comprise the Boston College Libraries: the Thomas P. O'Neill Jr. Library; the Bapst Art Library; the John J. Burns Rare Books and Special Collections Library; the Educational Resource Center; the Weston Geophysics Library; the Newton Resource Center; the Law School Library; and the Social Work Library. The Libraries hold over 1.5 million volumes, subscribe to approximately 15,000 serials, and have nearly 2.5 million microform units. Cooperative agreements with other academic and research libraries in the Boston area expand library access to another 20 million volumes.

The Boston College Libraries are all automated and use the Notis system for the opac, circulation, acquisitions, and serials functions. The Libraries also subscribe

to a host of electronic information from various sources. The entire campus, including the dormitories is networked and the Boston College Home Page on the WWW can be accessed at <http://www.bc.edu/cwis/infocagle.html>.

The Social Work Library:

The Social Work Library is located in McGuinn Hall, the same building that houses the Graduate School of Social Work. The Social Work Library has core libraries at the Graduate School of Social Work's four off-campus programs located in Springfield, Worcester, and Plymouth, Massachusetts and Portland, Maine. Although the Library is part of the Boston College Libraries, not the Graduate School of Social Work, its mission is to provide resources and services primarily to the students and faculty of the GSSW. The physical facility encompasses about 6,000 square feet and has seating for approximately 65 patrons including handicapped accessibility.

The Social Work Library's collection contains over 35,000 volumes and 340 serials subscriptions covering the history and philosophy of social work, social work methodology, all aspects of clinical social work, research, and social policy/planning and administration. The collection also includes government documents, social work theses, doctoral dissertations, and videotapes. Although the Library's primary focus is on social work issues in the United States, the collection additionally provides selective material on social work in other countries.

The Library is open eighty-five hours per week during the academic year and has a staff of two full-time professional librarians, three full-time support staff, and ten student assistants. The Social Work Library not only routinely serves the needs of patrons on a daily basis but is also a full-service research library offering electronic resource training, reference consultations, and interlibrary loans. While the Social Work Library initiates and controls all aspects of purchases and acquisitions, some

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processing of library materials is performed in the technical services areas of the main library.

Collection Development and Acquisitions:

The Head Librarian, in conjunction with the Reference Librarian and GSSW faculty, selects the material for the Social Work Library collection. The selection process includes, but is not limited to, reviewing publisher catalogs, perusing professional social work and library journals, and participating in the Yankee (YPB) approval plan. Due to the multidisciplinary nature of social work, the Yankee profile is regularly evaluated and refined. There are also frequent consultations with bibliographers from the main library to ensure that duplication of collections is kept to a minimum.

The Social Work Library has a totally autonomous budget. The new library budgets are distributed on June 1st and all monies must be spent by May 31st which is the end of the College's fiscal year. The Head Librarian has sole discretion in the use of the materials budget. The serials and the book budget are combined into one line and there is a central library bud-

get for electronic resources. All financial transactions are done through the Social Work Library. The Library utilizes the Notis fund accounting system, categorizing the expenditures by material type such as monographs, serials, videos, etc.

Most serial orders are placed through **Ebsco Subscription Services** utilizing their online service called **Ebsconet**. Book orders are generally placed one of three ways: through **Yankee**, through a book jobber such as **Midwest Library Service**, or directly through the publisher. Acquisition processing is done in conjunction with the main library's Acquisitions Department.

After a book has been selected from **Yankee**, a three-part approval slip is utilized to process the order in the following manner. The approval slip is separated and the first part is returned to **Yankee** authorizing shipment of the item; the second part is sent to the Acquisitions Department notifying them of an approval purchase; and the last part is retained by the Social Work Library for monitoring progress of the order. For orders other than approvals, information pertaining to the order such as title, ISBN, publisher, etc. is typed on an index card and then sent to the Acquisitions Department. The Acquisitions Department is responsible for sending the orders to jobbers, exporting the **OCLC** record to the **Notis** system indicating the **Notis**

record number on the **Yankee** slip or the index card, and then returning the slip or card to the Social Work Library.

All shipments and invoices are sent directly to the Social Work Library. When the shipment is received, the contents and invoice are verified against the acquisition card index file and are processed on the **Notis** order/pay/receipt records. These acquisitions procedures provide quality control and ensure better service to the Library's constituency by allowing rapid access to the new materials.

The Future:

The Social Work Library is currently scheduled for a total renovation during the summer of 1996. Renovations will coincide with the Library's 60th anniversary. While there have been extraordinary changes in the Library's operations over the years, the underlying service mission has remained unchanged. With the continued strong support of the College, the Social Work Library looks forward to expanding services and enriching the collection in anticipation of **ARL** membership. By always striving to reach a higher level of academic excellence, the Library continues its purposeful dedication to supporting the educational and professional needs of social work.

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Marketing to Libraries

Interview with Suzanne Schmitz

Vice President, Academic Market, NewsBank, Inc.

by Vikki Medaglia (Bates College) (vmedagl@bates.edu)

VM: Suzy, I understand that you have been working with NewsBank and their Readex division for 12 years. Can you tell us a little about your background?

SS: I was hired by NewsBank in 1984, having worked for a number of years in the computer industry. Initially in sales, I have spent the last 6 years in a number of management positions, and I am now Vice President, Academic Market, with responsibility for all development and activity in the Academic market.

One of the first concepts I learned was understanding the needs of librarians. I had come from a background in the computer industry, and knew very little about the academic libraries beyond being a patron. I certainly learned a lot about academic libraries in my first years selling the Readex collections! Even today, as libraries' collection development strategies change, we are constantly learning what their new needs are.

VM: Librarians are familiar with NewsBank products, and Readex products. Not everyone knows that you are now the same company. Can you tell us a little about the NewsBank/Readex partnership, and what characterizes the two product lines?

SS: Readex was purchased by NewsBank, Inc. in 1984. NewsBank had experience with academic, high school and public libraries; Readex had a number of very sought-after collections for the academic library community. Each company had collections suited to the needs of school and academic libraries, respectively.

NewsBank is one of the leading providers of current events and issues information in electronic and other formats. NewsBank was started by the author John Naisbitt in 1970 as an outgrowth of his research on trend analysis which led to his bestseller, *Megatrends*. Naisbitt used newspapers to indicate the occurrence of trends, by noting the number of times a topic appeared in various newspapers. The original NewsBank newspaper collection on microfiche was sold to the present owner, Daniel S. Jones, in 1972.

Readex began in 1950, by reproducing scholarly document and other collections in microprint format. The company produced microprint cards with reduced size reproductions of documents and books on them.

When NewsBank purchased Readex, we began to look at the combined repository of information that we hold and the newly merged company focused on the synergy between the two companies. NewsBank had indexing resources and reformatting capabilities which could enhance the Readex collections, and Readex had a long-standing reputation within the academic library community, as well as unique collections of information.

NewsBank created the Academic and Research Libraries Division which carries the Readex line of academic products, as well as those NewsBank collections which are useful to academic libraries; sort of "the best of both worlds," for academic libraries.

VM: I understand that the format for some of the collections you produce has changed over time. Can you tell us a little about the Readex product line and explain how it has changed in format?

SS: Albert Boni founded Readex in 1950. His vision was to gather the world's most important library collections and make them widely accessible. The first historical Readex collections came out in the 1950s, making available materials which most libraries did not have.

Some examples of our scholarly collections are the Readex collection of *Early American Imprints*, based on "The American Bibliography," by Charles Evans. The Readex Landmarks of Science collection is regarded by many scholars as the finest history of science collection in the world. It is important to note that the integrity of the information in our historical collections has withstood the scrutiny of scholars over time.

With the purchase of Readex in 1984, NewsBank saw the value of converting Readex collections which were in the antiquated microprint format. NewsBank used microfiche to enhance access to newspapers, and in 1986 was the first company to produce a monthly-updated CD-ROM product for libraries. Now, selected collections from the Readex product line have been converted to microfiche as well. NewsBank's extensive indexing capabilities have also been put to use enhancing access to various collections in the Readex product line.

The acquisition of Readex by NewsBank provides a combination of unique scholarly collections with an ability to deliver in various formats using NewsBank's expertise in various access methods. This is part of the "synergy" between the two companies I referred to earlier. We now produce CD-ROMs which contain full-text and bibliographic information for many of our collections.

VM: As a company with a product to sell, how do you adapt to market changes?

SS: We are always listening to librarians. Their input drives what we do. The best way we hear what librarians are saying, and how library needs are changing, is to have consistent representation in the marketplace. That means that a customer gets to know the same representative over time. One of the advantages of our academic representatives is that most of them have been with us for a long time, so not only do they get to know our customers, but they become real experts on our collections.

Our *United Nations Documents Collection* is one example of the manner in which librarians drive our product development. Until six or seven years ago, the United Nations Documents collection was not indexed by Readex, and the only available index was in a paper format, with annual cumulations of the index on fiche. This caused frustration for many of the users of the collection.

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Chaos

Mapping: The Selection of Standard Data Elements

by **Sandra K. Paul** (President, SKP Associates)

For more information about any of the concepts in this column, contact Sandy at the SISAC office, 160 Fifth Ave., NY, NY 10010. Internet 4164812@MCIMAIL.COM, phone 212/929-1393, fax 212/989-7542.

The following article was prepared by Bob Boissy of Faxon, Chair of the SISAC Technical Advisory Group. It describes the activity called "mapping," which — in fact — is the selection of standard data elements which "map" or reflect the business practices of a given community — in this case the serials community. It is intended to create thought and discussion. We look forward to seeing your letters to Katina — or to Bob or me. — SKP

Mapping X12 Industry Conventions: Rules of Thumb

by **Bob Boissy**, Chair,
SISAC Technical Advisory Group (TAG)

Introduction

The Serials Industry Systems Advisory Committee (SISAC) has been "mapping" X12 transaction sets for a number of years now. This work has been done in the hope of creating a format-neutral environment for automation development, thus lowering the unnecessary costs associated with accommodating multiple non-standard formats for multiple transaction types. Many mapping revisions have been made and many lessons have been learned in the course of generating consensus on conventions for implementing electronic data interchange (EDI) by the diverse and sometimes competing systems.

Some of the decisions made along the way have resulted in options that, with hindsight, we would not have allowed. But the resulting mappings for invoice, claims, claims response, and dispatch data, published June, 1995, are all serviceable, and will certainly be implemented by many library systems, agents, and publishers. It is my opinion that where some may say we have "erred," we have erred on the side of generosity; and that may be a fact of life when working in large groups seeking consensus. The very good thing about SISAC is that it is an organization that will keep revising and enhancing the standards infrastruc-

ture we all rely on, thus allowing further automation in the serials industry in the pursuit of cost control.

This then is a small set of general purpose rules for the design and communication of ANSI X12 industry conventions that I have gleaned from my SISAC mapping experience. No attempt is made here to outline all aspects of a great mapping or a great written specification. This is just a personal collection of my favorite rules of thumb. Some background in analyzing business data exchange needs and communicating methods for satisfying such needs is assumed. Familiarity with the X12 format is assumed.

The Functional Specification

No X12 mapping should take place without a clear functional specification and list of business data elements. The functional specification should not have to make any detailed reference to the X12 format. It is a mistake to try and let the ANSI formats dictate the qualities of a particular business transaction. A typical X12 transaction may allow slots for literally thousands of types of data.

Consider this. The 850 Purchase Order transaction at the Version 3 Release 2 level of the ANSI standards allows for the transmission of 923, 455, 362, 698 data elements in one X12 file. This number includes maximum segment repetition and maximum loop repetition. Remember, this is the number of slots allowed, not the maximum file length. To get the maximum file length you would have to add up all the maximum lengths of all the allowed elements. It would be a true Carl Sagan number.

Under these conditions, it is not really possible to let the X12 transaction tell you what data you need to exchange with your partners. The creation of a workable functional specification for an industry business document is normally accomplished by a committee. This committee should start with documentation on the current (non-X12) business transaction and eliminate data that is rarely or never used. The committee should provide a common name for every piece of



business data and a description of the function of the data. The committee should decide if the data should always be sent, if it should be sent under certain conditions, or if it is optional. Other important aspects of the specification include:

Background - context.

Intended use of the transaction - scope.

Any usage intentionally excluded from the scope.

Intended trading partner constituencies - audience.

Date and contact information for author(s).

Mapping

Macro-rules

The initial X12 mapping from a functional specification is best accomplished by either an individual, or at most two people. The review and polishing of a mapping is best accomplished by as many qualified technicians and business people as possible. Choose your transaction set first by its normal defined use, and second by its features. Seek to avoid using the same transaction set for more than one industry document type.

Avoid redundancy — map as much to the header (Table 1) and trailer (Table 3) as possible. Table 2 is by definition a loop designed to hold line item data. Allowed loop iterations for Table 2 vary by transaction, but it is safe to say that they are usually generous. Table 2 data should always be scrutinized the most closely before inclusion.

Never get into a mapping dilemma where it is necessary to send a distinct document for every detail line to be transmitted. Most X12 translation software programs provide audit control at the document level. An overabundance of documents of the same type, from the same partner, with little separation

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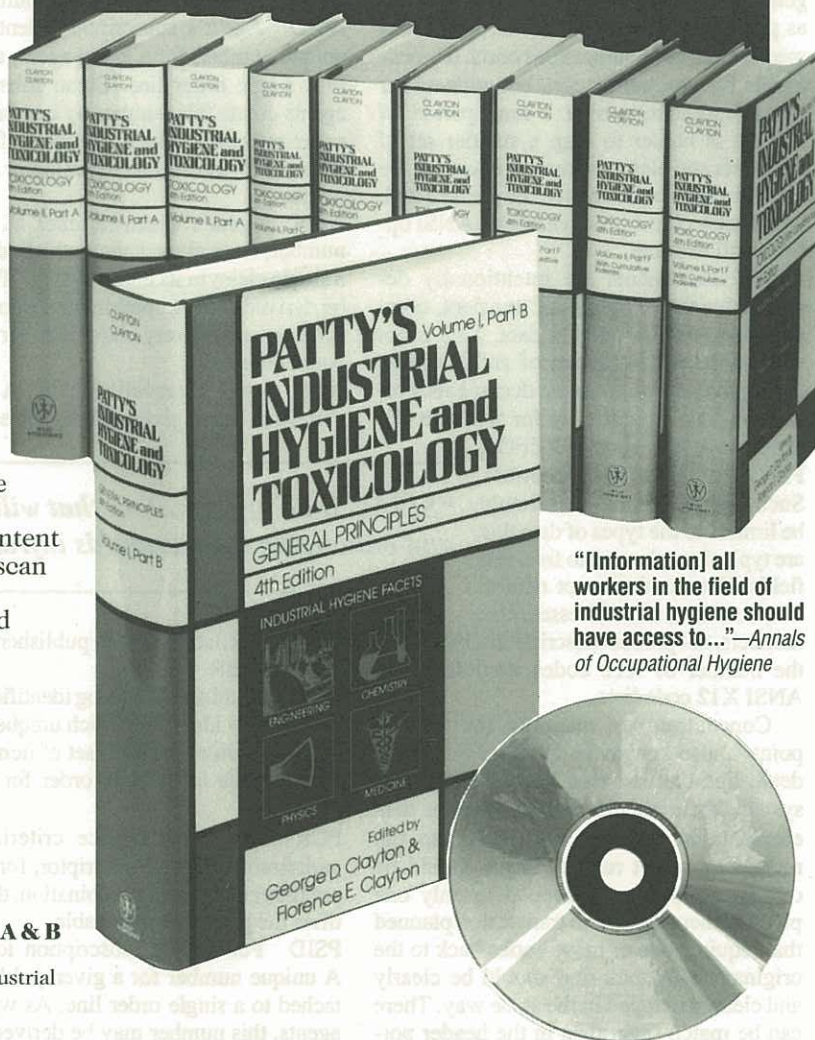
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in time, is an audit control problem and an indication of poor engineering.

When mapping, put yourself mentally in the place of the recipient, not the sender of the data. Is the mapping sufficiently constrained to minimize the task of programming the upload? The more limited the options, the faster the implementation.

Setting limits is what industry convention specifications are supposed to do. In general, use as few segments and elements as possible to get the job done. More data means more communications costs. It is negligible for one transaction, but adds up for many transactions over a long period of time. It is harder to map a smaller set of segments and elements than to allow for the kitchen sink, but no one will be pleased with an industry convention with most ANSI options still in place.

X12 documents are intentionally designed for the exchange of transient, compact, business transaction data. X12 is not well suited for exchange of archival, free descriptive, or non-business documents. Provide as little opportunity for free-text description fields - such as REFO3, PIDO5, and CTTO7 - as possible. Such descriptive material should be limited to the types of data that are typically uploaded to free-text fields. Use numbers, not names. Use numbers, not addresses. Use numbers, not product descriptions. Etc. Limit the number of X12 codes used from the ANSI X12 code lists.

Concentrate on mapping the "match points", also known as "hooks." For every detail line that is going to post to a target system, there should be one or more data elements in the line that match to the recipient's target record. These should be clearly mapped, and mapped to only one place. If there is a return transaction planned that requires one or more hooks back to the originator's system, that should be clearly and cleanly mapped in the same way. There can be match point data in the header portion of a record, but this is not as typical. It is more typical for recipient systems to check header data to see if the document has already been processed, and if so, to reject it. Hook data does not necessarily post to a recipient system; it is data that identifies the record on the recipient system to which other transaction data will post.

SISAC and the International Committee on EDI for Serials (ICEDIS) have previously identified the following EDI match points:

LIBRARY

LSID Library's subscription identifier,

AKA the library's order line number. A unique number, for a given library, attached to a single order line.

LCN Library's claim number. A unique number, for a given library, which identifies a single claim it has made for one or more copies of a serial issue.

LCI Library's cancellation id. A unique identifier, for a given library, for each and every cancellation sent to agents.

SUBSCRIPTION AGENT

ACAT Agent's catalog identifier. Defines a single or grouped set of items for sale. Sometimes referred to as a title number.

ASID Agent's subscription identifier. A unique number, for a given agent, attached to a single order line. Some subscription agents create this number by combining an order reference which is unique for each library with a customer identifier or account number.

ACN Agent's claim number. A unique number, for a given agent, which identifies a single claim in its entire system. This may be derived from a combination of other descriptors, e.g. library claim number and account number.

ACI Agent's cancellation id. A unique identifier, for a given agent, for each and

actions will fail to load, and extra data will be needed for error reports. ("Door-to-door EDI.") For example, full addresses and contact information may be used. More free text description may be warranted. If mostly system to system exchange is expected, use either a number or code to carry such information, or do not include it at all. And frankly, it is probably better to stay with paper or other transaction techniques until post-receipt printing and load errors can be minimized.

Transactions that require real time or near real time responses are candidates for direct connectivity, rather than batch-oriented EDI. Such connectivity may still utilize the X12 format, but the mapping approach may be so streamlined as to differ significantly from richer, consensus-oriented, industry group mapping. It makes no sense to do real-time automated transaction processing. And to do such processing, it is necessary that transactions be very parsimonious and very heavily weighted towards numbers, identifiers, and codes. Generally, this type of inter-enterprise data processing is only done by trading partners with long-standing EDI relationships. In other words, you have to become very familiar with a partner's data before you can feel comfortable loading it in real-time.

The A in ANSI stands for American. The ANSI X12 standards were originally designed for American domestic trade. Trade with international partners is not

always perfectly served by the X12 format. For example, address elements (e.g. postal codes, state/province codes) tend to assume American practices, at least in the earlier versions of the standards. This situation is slated for change when the merger between X12 and EDIFACT occurs. In the meantime, we all live with this knowledge and learn to accept some work-arounds. The scientific/technical/ medical serials and book industries will eventually migrate to EDIFACT standards. EDIFACT is so much like X12 that the transition will not be difficult, and no organization should delay entry into the EDI world on this account. Almost all commercially available translation software packages handle both X12 and EDIFACT.

Micro-rules

Start by filling all X12 mandatory elements.

Do not use Note (NTE) segments. If you have a transaction that is so specialized that it requires free-text explanation to process, it should not be sent via EDI. The recipient's only alternative is to print out all transmissions containing NTE segments.

Use of the Administrative Communica-

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"SISAC is an organization that will keep revising and enhancing the standards infrastructure ..."

every cancellation sent to publishers.

PUBLISHER

PCAT Publisher's catalog identifier (product id). Any identifier which uniquely identifies an item or grouped set of items available for sale in a single order for a given publisher.

PCRT Publisher's price criteria (price variation). A unique descriptor, for a given publisher and PCAT combination, that identifies the price rate applicable.

PSID Publisher's subscription identifier. A unique number for a given publisher attached to a single order line. As with most agents, this number may be derived from a combination of other descriptors.

ALL CONSTITUENCIES

ITID Item identifier. Preferred identifier is the machine and eye-readable serial item and contribution identifier known as the SICI. This string is defined in ANSI Z39.56-1991, soon to be re-released. This descriptor is capable of uniquely identifying a single serial issue within a run of issues for a title within a subscription. The string identifies the title as well as the issue.

Mappings are typically loaded up with data options when there is a fear that the majority of trading partners will be printing out received transactions, or that many trans-

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tions Contact (PER) segment is questionable but not unpardonable. Such contact data will usually be a constant across all documents of that document type. If it is a constant, that is a clue you are wasting your time and money sending it with every document. Give your trading partner all such constants ahead of time, and save the EDI overhead.

Put in dates in Date (DT) elements.

Put monetary amounts in Real or Name (N2) elements.

Provide unique REFO1 codes when using multiple References (REFs).

Provide unique qualifiers within any segment, e.g. IT1 or PO1, that contains many iterations of a qualifier and identifier pair.

The CTT07 element is bad for two reasons. It allows another slot for free text, and use of this element effectively washes out the entire document in which it appears. There is no way for a machine to know what kind of comment might be in this element, which by definition pertains to the entire document to which it is attached.

Use data elements that come later in segments to map the least used optional data. This shortens the typically transmitted segment.

It is not shameful to use X12 codes that are defined as one thing to mean something else, as long as it is clearly documented. The alternatives - using ZZ, waiting for ANSI-Accredited Standards Committee (ASC) X12 to accept your new code requests, and only using codes that carry accurate X12 definitions for your transaction - are more problematic and limiting than useful. The negative aspect of using the X12 code, element, segment, and transaction set definitions loosely is that it lessens the ability to use an industry specification with other industries. Therefore, the better the initial fit of transaction set to industry use, the better the chance of cross-industry trading. This is not sufficient reason to slow down the process of implementing X12 in an industry until the perfectly tailored transaction can be designed and passed through ANSI ASC X12 committees.

It is both possible and probable that industry groups will not use each data element mapped to carry exactly the piece of data intended by ASC X12. As long as the industry function is comfortably served by the element, the use is justified.

Updating/Upgrading

If no prior X12 industry mapping exists for the document type, choose the highest

level of the X12 standards currently published. There is no need to upgrade a good specification to a higher level of X12 once the specification is well into development or in use, unless there are demonstrable advantages in doing so. Some reasons for upgrading to a more current version of the X12 standards are as follows:

Movement to accommodate international trading data, e.g. ISO standards.

Increased X12 element length for a crucial piece of business data.

Increased loop counts for crucial repeating data.

Increased segment repetition in crucial area.

Switching entire mapping to a new, more suitable transaction set.

Rarely is a new special purpose segment added which so influences an industry as to make re-mapping a specification desirable.

Writing the Specification's Explanatory Text

Be definitive. Be prescriptive. It does not help anyone to suggest, recommend, guide, abjure, or cajole. Specifications are for telling how something is done. Define the allowed number of repetitions of a segment, and how each repetition may be used.

Always use requirement designations. Indicate both the X12 and industry requirements. (Optional, Conditional, Required.) Use as many mandatory statuses as possible. State exactly the conditions for the conditionals.

In comments and explanatory text:

- Use acronyms and initialisms as little as possible. X12 is code enough already.
- Use examples liberally.
- Explain more rather than less.
- Do not refer the reader to other places in the specification for an explanation of something that should be repeated for clarity in each instance of its occurrence.
- Avoid semantic confusion among trading partners: explain the role of key pieces of business data as well as giving them names.
- Explain industry practice for exchange of whole classes of data, e.g. money.

In scope statements (not in any particular order):

- State the version and release of X12 used for the mapping.
- Include all the key points from the functional specification.
- Include what cases the specification is and is not supposed to cover.
- Include the intended user group for the specification.

Profiles Encouraged:

Sandra Koodin Paul



Born: Sandra Koodin, 6/6/38, New York City, NY. I'm a native New Yorker with a "thing" for double numbers. Grew up in Mt. Vernon, a suburb of New York City just over the Bronx border.

Current Residence: New

York City. Chelsea Section, 2 blocks from the office. After years of commuting using the NYC transit system, this may be THE prime benefit of being a self-employed consultant.

First Job: Sales person at Macy's on Thursday nights and Saturdays; then waitress in a college dorm and a Catskill mountain resort.

Resume: Attended Cornell for two years and consider that my Alma Mater, although I received my BA from Hunter College (nights) and my MA and all-but-dissertation Ph.D. from the City University of New York. Was a Psychology major, but was trained as a management consultant by J.K. Lasser & Company, the accounting firm. Worked at Random House for over 11 years before establishing SKP Associates, which specializes in business systems analysis and development and the application of computer-based techniques, as well as association management. Bill Raggio, my Senior Associate, celebrated his 10th anniversary with the company in June, 1995! Our clients have included: the Library of Congress; Book Industry Study Group; Workman Publishing; the Association of American Publishers; Warner Books; the National Association of College Stores; and the Uniform Code Council.

Family: Immediate family includes: step-daughter Sarah Paul Bentley and husband Alden, parents of Lia Nicole (3 years old) and Paul Cody (1 year old), living 25 minutes away; step-son Adam and his wife Ann Marie Paul, who live in Buffalo and made me a grandma for the third time in July, 1995; Todd and Alice (the cats); Dad; and a variety of other important folks. Extended family includes Bill along with lots and lots of friends. Carol Nemeyer, who introduced me to the library community, continues to be a corresponding friend from her home aboard the sailboat, Rainbow, somewhere in the Caribbean.

Favorite pastimes: Dancing and spending summer weekends on Fire Island.

Spare time activities: Working on standards for books, serials and beyond. Writing for *Against the Grain*. Traveling.

What would I like to be doing five years from now: The same things, having as much fun, but making much more money doing so!

DOC AQUIS

Column Editors: **Mary McLaren and Barbara Hale** (U. of Kentucky)
(MCLAREN@UKCC.UKY.EDU)

Send comments, information, etc. to the editors — The University of Kentucky, Margaret I. King Library, Lexington, Kentucky 40506-0039. FAX (606)257-1563.

Have You Heard?

Have you heard about **Subscribe96**, the new subscription procurement system available from **RoweCom, Inc.**? This Internet-based network uses secure technology linking libraries and publishers to transmit orders, claims, renewals and payments. With business partner, **Bank One**, **Subscribe96** is designed to provide real-time, online transactions without the use of an agent as middleman. Benefits of the system are anticipated to be: ease of use, improved control, faster response, more effective claims, and lower costs. Intuitive network service, comprehensive catalog, unlimited shipto's and fund accounts and secure payments are also listed as features of the service. Presently being tested in about 12 academic and corporate libraries, **Subscribe96** will be demonstrated in a **Simulation Room** at the **1995 Charleston Conference**. Additionally, **Richard Rowe**, President and CEO of **RoweCom**, developer of **Subscribe96**, will highlight the Conference's Thursday **Automation Lively Lunch**. He will discuss the implications of automation on disintermediation and how his concept applies to our libraries today. More information on this agent-less system will follow in future **Doc Aquis** columns. For more information today, contact **RoweCom** at (800) 769-3266 or on the Web at <http://www.rowe.com>.

Since our last issue, **The Faxon Company** has announced the creation of Client Advisory Boards to provide key links between Faxon and its markets. The boards represent academic, medical, corporate, and federal clients. The mission of each board is to: generate client feedback on company issues, services and quality; provide perspectives on industry issues and trends; contribute perspective to company strategy and direction; provide a client-side audit function for company activities.

Faxon now offers clients the option to pay invoices through electronic funds transfer (EFT). EFT, the electronic transfer of value between banks, provides the potential for increased speed, accuracy, and cost reduction in the exchange and processing of financial data. **IBM** and **DuPont** are among the first Faxon clients to take advantage of this EFT payment option.

Faxon also announced a File Transfer Protocol (FTP) facility to allow for the

electronic exchange of subscription data over the Internet. Through this facility, clients may exchange standard and non-standard data formats with Faxon. Claims, invoices and claims responses are the kinds of documents that will generally be exchanged using the FTP facility. For more information on the FTP service contact Faxon at ftp@faxon.com or contact your client service representative.

EBSCO Subscription Services announces that **EBSCOdac**, EBSCO's document delivery division, has developed a new customized current awareness service called **EBSCOdac ALERT!** This service provides weekly updates of recently published information using table of contents information to notify subscribers of articles in their field. Copies of articles cited are then available for delivery via **EBSCOdac**. **EBSCOdac ALERT!** monitors more than 25,000 publications, weighted toward the scientific, technical and medical fields.

EBSCO also announced that it is now offering an **ADONIS** alternative. Small volume **ADONIS** users will find the new **Article-based ADONIS Subscription** to be cost-effective. There is no subscription cost — libraries pay only for articles ordered. More info is available at www.ebscodoc.com or call (415)259-5000.

From **EBSCO Publishing** comes this news item: **MasterFILE FullTEXT 350** is now available through **Innovative Interfaces' INN-View** online service. This is the first full-text database available through **Innovative Interfaces** and can be accessed by any **INNOPAC** user system with an Internet connection. **MasterFILE 350** contains indexing and abstracting coverage for 2,300 general reference and research titles from 1984 to the present, as well as full text for 350 titles with coverage from 1990 to date.

News from **OCLC** includes an announcement that the **OCLC PRISM** service has become available 24 hours a day, 5 days a week, beginning August 3. Round-the-clock availability is scheduled for Monday, Tuesday, Wednesday, Friday, and Saturday with 23 hours on Thursday and 14 hours on Sunday.

In late August, **OCLC** introduced real time transfer of **FirstSearch ILL** records to **PRISM**. As soon as the requester sends the order, it is now immediately sent to the requester's library **PRISM ILL Review** file; the orders will no longer be stored and transferred just once a day.

Also related to **PRISM ILL: Custom Holdings** is a new feature that is now available. By using this feature, libraries are able to customize a locations record by defining one or more sets of lending partners that will serve as online filters. Questions and answers on setting up custom holdings are available via the **OCLC PRISM "News" command** and also in **OCLC's Technical Bulletin**, no. 208.

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DOC AQUIS

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Also from OCLC is word that their new **OCLC WebZ Server** allows World Wide Web users to query Z39.50 databases using the same Web browsers they use to view other Internet resources. **WebZ** is an enhanced HTTP server from the **SiteSearch** family of products. WWW browsers, like **NCSA Mosaic** and **NetScape**, can query Z39.50 databases with the full details of the users' sessions being retained.

New developments from systems vendors include: **Ameritech's** Window's based publishing tool for the Internet, **NetPublisher**, has been named Editor's Choice by **PC Magazine**. **NetPublisher** can be used to deliver all types of information including text, image, audio, video and multimedia on the local network or via the Internet. Patrons can easily access these files by using a World Wide Web client (such as **NetScape**), **Gopher** or **Z39.50** client. **Southern Methodist University (SMU)** staff are using **NetPublisher** to incorporate photographs and artistic images along with material from **Filemaker Pro** databases, text files and extracts from **MARC** records in their **NOTIS LMS** system. WWW users can access a demo of **NetPublisher** via: <http://netpub.notis.com>.

SIRSI Corp. tells us that **Unicorn/STILAS Version 7.1** has been released. Version 7.1 introduces graphical user interfaces (GUI) for Microsoft, Windows, Macintosh, and the World Wide Web. Features were upgraded for the **OPAC Manager**, online record review, diacritics, bound-with cataloging, **USMARC** holdings, new search options, **National Library of Medicine MeSH** Thesaurus, and sorting.

Data Trek, Inc. introduced **NetPAC**, and easy-to-use, Z39.50 client interface for access to any Z39.50 compliant database made available over the Internet. **NetPAC** allows users to search, retrieve and view data online or off-line. The user-friendly, point-and-click graphical interface of **NetPAC** allows patrons to use both easy and advanced search-term construction.

Information Access Company announced a major expansion of the **InfoTrac 2000** database licensing program with **InfoTrac SearchBank**. This service incorporates popular reference databases from leading electronic publishers along with the entire family of **InfoTrac** databases into one network-accessible source. In addition to offering a full range of databases, **InfoTrac SearchBank** features full service document delivery, a common user interface across all databases, Z39.50 compatibility, and 24-hour access.

ISI (Institute for Scientific Information) and **Lexmark International** announced a cooperative arrangement in the development of **ISI's Electronic Library Project**. In support of this project, **Lexmark** will make available an **Optra L** Laser printer at each pilot site for the duration of this innovative project. **ISI's Electronic Library Project** was announced in August 1994; initial testing of the prototype began August 1995. This project will provide direct desktop access of tables of contents, bibliographic data, and abstracts for approximately 1,330 scholarly journals, with the addition of the full images of those journals for which publishers have agreed to allow electronic storage and delivery. High quality printing is imperative when dealing with the level of detail in the illustrations, graphs and halftones that are part of this literature. As part of this project, **IBM Global Network** will provide dedicated T1 lines between the six North American pilot sites and **ISI's** central server for the delivery of data. **IBM Global Network** is exploring the technical options for the installation of dedicated lines for **ISI's** two **European Pilot Sites**. 



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Drinking from the Firehose

What do Windows '95, The Internet and the WWW Have in Common?

Column Editor: **Eleanor I. Cook** (Serials Specialist,
Appalachian State University, Boone, NC 28608 COOKEI@APPSTATE.EDU)



This month's column is going to be a ramble of a number of loosely related topics as I am having a hard time focusing on a single hot topic. In fact, I would like to encourage the readers of *ATG* to send me topics that they think would be interesting and appropriate for this column. (Internet-related phenomena are the general themes.) I would like to recruit more guest columnists. **Anna Belle Leiserson** did a wonderful column last month on *AcqWeb* and I would like to invite others to share their thoughts here too. I do not want to continue making shameless plugs for *ACQNET* and *AcqWeb*; that is not this column's purpose. So, folks, give me some feedback so I will have some fodder to work with!

So how about that **Windows '95**? I think it is amazing that **SOFTWARE** gets this kind of media blitz. It used to be cameras, or princess phones or new cars that got that kind of attention. But not **SOFTWARE**. To

me, this is a real watershed in the acceptance of computing in everyday American life. The fact that **Bill Gates** could get the **Rolling Stones** to allow him to use "Start Me Up" in his ad campaign is telling — sort of in the same vein as **Bill Clinton** using a Fleetwood Mac tune as his campaign theme. The baby boomer generation is coming into its own, we're the adults now, and the Oldsters and the Generation Xers are having to face being the bread sandwiching the spread of this crazy generation.

I heard something recently that hit a nerve. The question was: "How old were you when you created your first home page?" That's one of those questions like, "Where were you when Pearl Harbor was bombed?" or "Where were you when Kennedy (John or Bobby) and/or Martin Luther King, Jr., was shot?" or "Where were you when they landed on the moon?" or "Where were you when John Lennon was shot?" or "Where

were you when the Challenger Space Shuttle blew up?"

These are events in our lives where a moment freezes and you remember stupid little details that crystallize the situation. It doesn't matter if you are a child or an adult, but that you were there and somehow it was important. Of course, not everyone thinks the preceding events I just mentioned are so important, they are just examples. You can think of your own, depending on your own experiences.

So, will we remember the day that **Windows '95** was released? Only time will tell, since it still remains to be seen if this product is all it is cracked up to be. One of my computer-expert friends says that **Windows '95** is the "bees knees" if you have a "plug 'n play system" (the newest idiot-proof computer set-ups on the market). However, if you are trying to upgrade on an existing

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How an Approval Plan Saved the Life of a Child

by **Gretchen Peterson** (Sales Representative Academic Book Center,
phone & fax 800-487-2751, <acbcgretchen@attmail.com>)

Tyrone Baxter lay on a bed in the infirmary at the Newt Gingrich Orphanage for Boys. As shallow breaths escaped from his puny frame, Nurse Venice Dayingale at his bedside monitored his pulse. "Distressingly weak," she muttered, gazing at the boy's sallow complexion.

"Where is that doctor?" The nurse thought angrily. "He seems to spend all of his time at that University Library. You would think he would be ashamed not to spend more time with these wee patients."

Tyrone stirred slightly as if energized by the nurse's ire. His eyelids fluttered and opened briefly. "Please," he whispered, "Everyday I hear the birds outside of my window. I know that they are building a nest for their young ones. Before I die ... (gasp) ... I want to see that nest." His eyes closed again and he fell into a fitful sleep.

"As God is my witness," declared Venice, "that boy is going to see that nest!" At that moment, Dr. Frankincense strolled in. He was carrying an Italian leather briefcase. "Where have you been?" hissed Nurse

Dayingale. "Don't you know this boy is at death's door? Don't you have any compassion in your cold heart?"

Before Dr. Frankincense could reply to this challenge, Tyrone woke up. "The birds! I must! I must see the nest! I must! I must!" He struggled out of the bed and Nurse Dayingale helped him navigate to the window. But the cruel disease which had ravaged his body had also shrunk him. Whereas two weeks before he could have easily looked out the window, he was now eye-level with the window sill.

"Do something!" Venice shrieked at the doctor. "For once in your crummy life, do something!"

Dr. Frankincense surveyed the tragic tableau before him. A thought came to him in a blinding moment. He flung his Italian leather briefcase on the bed and opened it. "Here!" he cried. "Let him stand on this!" The doctor pulled from the briefcase a massive printout of paper. It must have been three inches thick. The nurse gently lifted Tyrone from the ground while Dr. Frankincense placed


the printout under his feet.

Tyrone stood on the printout which was just enough extra height to allow him to see out the window. There, on a delicate branch, a mama bird tended to her nest. As the boy watched the bird, a startling change engulfed him. His breathing became more steady, his pulse strengthened, and a lively pinkness returned to his cheeks. "It's a miracle!" Venice gasped. "Looking at that bird, saved his life." She gazed at the doctor with wonder.

Dr. Frankincense looked at her with tears in his eyes. "It is a miracle but it never would have happened without that management report from the University Library's approval plan." He gestured toward the printout.

"You're right," she sighed. "This boy owes his life to an approval plan."

The three people moved to embrace as they listened to the bird chirp merrily outside.

The End 

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Media Minder

The Toronto International Film Festival

Column Editor: **Philip Hallman** (Ambassador Book Service)

<phallman@aol.com>

For anyone who has ever fantasized about attending a major international film festival, Europe's Berlin, Cannes and Venice continue to be the crown jewels. At Cannes, for instance, who wouldn't want the opportunity of drinking champagne and feasting on hors d'oeuvres while overlooking the Riviera and trying to catch a glimpse of **Clint Eastwood** or **Meryl Streep**? Joe Average-Filmgoer, however, doesn't really get to do or see all that much at those festivals because they are primarily designed for industry personal trying to make production/distribution deals when not in a dark screening room. Film lovers who would like to partake in the celebrity worship, but who also happen to be bargain hunters may want to look North. The Toronto International Film Festival offers a terrific alternative to the expensive and elitist festivals abroad. While lacking the glitz and glamour of its European circuit counterparts, the Toronto International Film Festival makes up for it by providing cinestoes an unbeatable mixture of notable, accessible celebrities, acclaimed filmmakers, press conferences, fun parties, and most importantly, a staggeringly high selection of films.

Celebrating its 20th anniversary, the annual festival is North America's biggest and best film event. This year more than 300 films from 49 countries were screened. The festival generally begins the first Thursday following Labor Day and continues for the next ten days. During that time, Toronto becomes the center of the film world. All the area newspapers, both daily and weekly, devote hundreds of column inches to the festival as each competes to feature more complete coverage. Local merchants, aware of the influx of tourists, get into the spirit by decorating their display windows with appropriate fare such as film take-up reels and movie projectors (along with Giorgio clothing). And Toronto residents walking past the Uptown Theater (the heart of the festival) realize that it is festival week when they see the long lines that extend down the street, around the corner and around the next cor-

ner as well. Because in addition to being a top film festival, Toronto festival audiences are enthusiastic. This is why so many producers want to screen their films. Rarely is a film not sold out, a strange phenomenon considering some of the choices. I have overheard on more than one occasion someone saying, "They'll see anything." And while that may be true, how many times do you have a chance to see the latest film from **Burkina Faso** at the local mall? All of which adds to the pleasure of the festival.

The festival is typically divided into various categories. Toronto, however, is a non-competitive festival and does not offer awards or prizes to films, actors and directors. The "Gala" section is generally the high profile section and includes films with likely commercial prospects. This is the area of the festival that grabs the headlines, but most purists generally avoid these films knowing that they will be in theaters shortly. The "Contemporary World Cinema" sections offers more challenging fare and usually includes a mixture of well-known directors who are offering their newest fare. Other categories include "First Cinema," a particular favorite of mine because it features first-time feature filmmakers, "Asian Horizons," along with "Latin American Panorama," which highlight much third world cinema, and the "Midnight Madness" section, a popular section of off-beat and unusual movies. Festival programmers usually include a tribute to a specific region and this year the focus was entitled "Planet Africa," a section devoted to African filmmakers working in Africa as well as around the world. Two other special programming areas included "Hungarian Rhapsodies" and "Dialogues: Talking with Pictures," a section in which nine renowned film directors were asked to select and introduce a film which has been personally relevant to their work.

I must admit that I like telling people that I am attending the festival for work. There is a look of envy that creeps over their face as they say, "Oh, how nice that you get to watch movies all day." And it is nice. But by the sixth day, I have usually started to hit the brick wall. I start to say to myself, "Are you crazy? Can't you find something to do with your time? You have heard the expression, 'Get a life,' haven't you? Why would anyone choose to watch four to six films a day, day after day?" After walking around a

bit in the fresh air, eating one of those great hot dogs sold on the street, and seeing a really good film, this self-doubt generally subsides.

This is the fourth time in the last five years I've come to Toronto for the Festival. One continual criticism of the festival heard every year is that tickets are too hard to get. Because the attendees are so enthusiastic, it's hard for the local person interested in attending one or two films to get tickets. Festival organizers, aware of the negative remarks, have tried to accommodate the naysayers. The result, however, has been that each year a different method of obtaining tickets is employed. This year seemed to work quite well, at least for me. Toronto really seems to want to help out the out-of-towner by offering an opportunity to receive the catalog ahead of schedule. I spent more than 10 hours reading the one inch thick catalog, consulting the schedule, then figuring out what to see when. Inevitably, there are conflicts and one must decide if one should forego a film certain to get a commercial release in order to see that small independent film likely to never reach a theater, or does one want to be the first on the block to have seen the latest critical success? In all, I got 41 out of 45 of my first choices. All I had to do was fax my request to the main office. This is so much simpler and less time consuming than in previous years. Although I did enjoy standing in line chatting with others about what films they liked and what should be avoided. A local man I spoke to, however, had a more difficult time. He had to go to the office a minimum of four times in order to secure tickets.

The overall mood of the festival this year was a bit down. It is, I believe, a combination of two factors that made this year a less memorable one. First, the financial situation in Canada. If you think that Congress is budget-cutting crazy, then take a look at Canada and you will see an even more severe situation. Canada has long supported its arts community and its film industry in particular. Numerous newspaper reports indicated throughout the festival that cuts were affecting the festival presently, but also hinted that future film productions would be affected as well. One of the highlights of the festival has always been the appearance of a representative of the film at the screening. Usually the director, along with a cast mem-

continued on page 88

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Media Minder
from page 86

ber or two, producer, screenwriter (or in some cases all of the above) appear and answer questions. This year, fewer people appeared and rarely did they stay for both screenings. **Kay Armatage**, a festival programmer, continually reminded audiences of the cutbacks and pleaded to attendees to support the various non-government sponsors.

The other reason the festival was a bit down this year is that this is not a particularly good year for international films. Cannes and Berlin were both seen as lackluster and this carried over to Toronto. I saw some 40 films this year and while I enjoyed many, I would say that nothing really caught me saying to others, "wow, you've got to see ...". This year lacked the film that caught everyone by surprise. There was no film that obviously seems destined to become the art house smash similar to past hits like "Pulp Fiction," "Like Water for Chocolate," "The Crying Game," and "The Piano," all of which were successful at Toronto before opening wide.

While it is nearly impossible to predict all the hits, here are some highlights and trends: "The Kingdom" — Danish filmmaker **Lars von Trier**, director of "Zentropa," has created a nearly 5 hour made-for-Danish TV mini-series that might be called "ER" meets "Twin Peaks." Weird and atmospheric, von Trier's film manages to infuse the numerous characters with much detail and life and the film is filled with sardonic wit. In a hospital that rests upon an ancient marshland, the dead spirits are beginning to return to life and revolting against modern technology. A hypochondriac-spiritualist patient is the first to notice that the hospital is in danger when she notices that the elevator is haunted. In the meantime, severed heads are missing, the fetus of a pregnant doctor is growing at an inhuman rate, and the new head of neurology, a Dane-hating Swede, has just turned a young patient into a vegetable. Welcome to "The Kingdom."

"Salaam Cinema" — In celebration of the 100th anniversary of cinema, the **British Film Institute** invited international filmmakers to make a film. Iranian director **Mohsen Makhmalbaf's** effort is a deceptively simple film that examines the impact that films have had on the 20th century and how they have invaded our mass unconscious. He placed an ad in a local paper saying he was holding auditions for a new film he was making and would cast 100 people. Some 5,000 people showed up and near-riot conditions occurred. The film consists of the various auditions. Most people have no idea of what is involved in filmmaking but imagine that simply appearing

on film will make them a star. A true highlight is a sequence in which people are asked to say which star they look like: a Middle-Eastern woman insists people have told her she looks like **Marilyn Monroe** and a man says he looks like **Paul Newman**, although he admits he doesn't know who Newman is. The film's subtleties and wit take over and we begin to hear the voices of the real Iranian people. Slowly, all the misconceptions and prejudices we have of Iran, thanks to the media, begin to dissolve.

"Welcome to the Dollhouse" — NYU grad **Todd Solondz** became a hit of the festival and his film proves that he is someone to watch out for. Solondz's film is set in suburban New Jersey and focuses on Dawn Wiener, a homely, bespectacled 7th grader who has no fashion sense, no friends and no real prospects. Picked on, abused and neglected at school, Dawn cannot find relief at home either. Her parents are not even subtle about showing their preference for Dawn's prettier younger sister, a perky young ballerina. Dawn takes momentary revenge on her sibling by sawing off her doll's heads one evening. What makes the film so appealing is that it never sentimentalizes, like "The Wonder Years" for instance, the process of growing up. Instead, Solondz's is relentless in showing the miserable life of this misfit.

"On the Beat" — Two years ago I saw **Ning Ying's** film "For Fun" and loved it. I was disappointed that it never had a commercial release but am happy that her new work was in Toronto. Her film follows the working days and nights of the local Chinese police force. Since this is a film about the police one would expect a lot of action. There are no car chases, no investigation, no murders and no crimes. Instead, there is bureaucracy. Ning Ying is a master of showing the absurdities of the Chinese system which places a great deal of attention on doing things properly and orderly. Her films emphasize the ridiculousness of the trivial. She takes added delight in lingering on details a bit longer than Western filmmakers would dare. Like the Czech New Wave filmmakers of the early 1960's, Ying makes the ordinary seem bejeweled.

"Procedure 769" — In 1992, California reinstated the death penalty and a man was put to death in the gas chambers of San Quentin State Prison for the first time in 25 years. A Dutch film crew sought out to interview the various people who witnessed the event. This is the first time that execution witnesses detail the procedure. The film features interviews with family members of both the murder victim and the accused killer. Without creating a traditional "talking heads" documentary, the filmmakers manage to film each witness in a dramatic fashion. Adding to the drama was the presence at the festival

of the accused man's brother. His willingness to examine his life and what his brother has done in a responsible way was touching and deserving of respect.

"Cyclo" — Two years ago **Tran Anh Hung** debuted with "The Scent of Green Papaya," a beautifully crafted film that examined Vietnam prior to the war. This film looks at post-war Vietnam and focuses on the world of the bicycle rickshaw drivers. Stylistically, the film is a 180 degree turn from the earlier work. At least initially. While the first was stylized and filmed in a sound studio, this is gritty because it is filmed on the streets. It looks at the corrupt world of the cycle driver, a world of gangs and violence and unrealized dreams. Some may be turned off by the excessive violence and bloodshed.

"Flamenco" — Spanish filmmaker **Carlos Saura** has made three previous films featuring the flamenco dance tradition including the wonderfully crafted "Carmen." With this work, filmed by award-winning cinematographer **Vittorio Storaro**, Saura strips away all narrative conventions and simply films the dancers in an abandoned train station. The use of lighting, color, costume and composition is astonishing. There is an artful quality to all segments and a contagious feel to the action that makes one want to dance in the streets upon seeing the film.

One trend that continues is the strong presence of gay themed films. At Toronto, some dozen films are a part of this growing sub-genre including: "Stonewall," a fictional account of the infamous Stonewall Riots, "The Celluloid Closet," a documentary based on **Vito Russo's** book which examines the depiction of gays/lesbians in the cinema, "Frisk," an adaptation of **Dennis Cooper's** novel about sadism and murder, which received boos and jeers from the crowd, and "Man of the Year," a docu/drama/comedy about the trials of a gay man who is selected by "Playgirl" magazine as the year's ideal man. In this category, the most disturbing film is "Butterfly Kiss" which features an amazing performance by **Amanda Plumber** as a disturbed woman who kills gas station attendants.

Other films that received good word of mouth include: "The White Balloon," "The Grass Harp," "Margaret's Museum," "In the Bleak Winter," "Georgia," "A Judgment in Stone," "La Haine," "War Stories," "Go Now," "Heavy," and "Antonia's Line."

And finally, one personal memory will be the opportunity to say hello to **Liv Ullmann**, whose second directorial effort, "Kristin Lavransdatter" was screened this year. Toronto affords filmgoers the opportunity to see a lot of films and to actually meet and talk to screen idols like Ullmann. If you have a chance, go. 🍷

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Profiles Encouraged:

Judy Webster



Career: I have 26 years' experience at the University of Tennessee Libraries. I started in 1969 as a circulation clerk with no thought of becoming a librarian. During the next few years, I received lots of encouragement from a library school professor, **Carl Cox**, and the Director of Libraries at UTK, **Dick Boss**. I finished my MSLS in 1978. A year later, I interviewed for the head of acquisitions at UTK and was hired into my first professional position. From 1987 to 1990, I doubled as the acting head of collection development. In 1992, my position expanded to include the Serials and Binding departments. In 1995, I was promoted to the rank of full professor.

Proudest accomplishment: Chairing the UTK Commission for Women and convincing the University Administration to open a daycare center for children of employees.

Educational highlight and life-changing experience: Attended the HERS program at Bryn Mawr in 1989.

My other life: Listening to Bach, choral singing (especially Early Music), embarking on marathon photographic expeditions with my husband Bill "Lighthouse Getaway" Britten, reading (especially British mysteries).

Favorite authors for leisure reading: Iris Murdoch, Susan Howatch (series on the history of the English church), A.S. Biatt, Colin Dexter, Dorothy Sayers, Robert Goddard, Marge Piercy, Margaret Atwood.

Favorite poet: Louise Bogan.

Faraway Goal: To spend a summer traipsing around Oxford looking for Inspector Morse.

Single most important piece of advice: Trust your instincts and take a chance.

Issues in Vendor-Library Relations

Another Model For Acquisitions: The University of Pretoria

Column Editors: **Judy Webster** (U. of Tennessee)

<jdwebster@utk.edu>

and **Barry Fast** (Academic Book Center)

<acbcbarry@attmail.com>

Another Model for Acquisitions: The University of Pretoria

by **Barry Fast**

I recently visited the University of Pretoria, one of the largest and oldest universities in South Africa. They have developed one of the more unusual and innovative reorganizations of their acquisitions department. The underlying philosophy of this innovation is the concept of getting decision-making and responsibility into the hands of people who understand best the needs of their "customers," the faculty and students. In business we call it empowerment and working in customer-oriented teams. At the University of Pretoria they have adapted this new business world thinking to the academic environment.

Instead of centralized departments responsible for acquisitions of books, serials, AV materials and collection development, the library has created nine subject-oriented teams. Each team handles all the functions of the selection and acquisition of information, whether that information is formatted as a book, journal, CD or anything else. The teams each handle logically associated subjects:

1) Theology, Education & Social Science; 2) Economics & Management Sciences; 3) Undergraduate Services & General Reference; 4) Law; 5) Natural Sciences and Engineering; 6) Humanities; 7) Agriculture; 8) Medicine; 9) Veterinary Science.

The teams report to the head of acquisitions, **Monica Hammes**, who coordinates and facilitates their work. She provides them with a list of approved vendors, and she works with them to evaluate vendor performance and share the information among the teams. Each team does its own collection development selections in consultation with

faculty. The teams order from vendors, receive the material, process the invoices and handle most of the financial details. While each team is focused on specific subject areas and is accountable for all aspects of selection and acquisition, there is plenty of cooperation among the teams. If one team, for instance, does not acquire enough journals to justify a position for a person experienced in serials, it can contract with another team to acquire their journals. Experimentation is encouraged, and regular meetings are held to share new ideas and confirm the effectiveness of traditional procedures. Morale is high because people feel valued and free to apply for openings on other teams as they occur.

This approach to acquisitions and collection development is less than two years old, and there are still bugs to be worked out. However, it appears that there is no loss in efficiency, with no more people employed in all the functions than were previously engaged in this work. From a vendor's standpoint, there does not appear to be any confusion or redundancy. We have to make sure that the right books get to the right teams, but that is no more difficult than dealing with multiple libraries in a large university system.

The library is evaluating its innovations as they are implemented. It is too soon to have a detailed and substantial evaluation of this team approach to acquisitions and collection management. But to the people involved, the team approach is stimulating. The library "customers" are satisfied with these early results. As a vendor very much involved in the process, it is interesting to be working with a library so deeply involved in a new, experimental approach to the selection and acquisition of information.



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Surgery
European Journal of Nuclear Medicine
European Journal of Orthopaedic
Surgery and Traumatology
(Continuation of Orthopedie-
Traumatologie)
European Journal of Pediatrics
European Radiology
Experimental Brain Research
Der Hautarzt
Histochemistry
Inflammation Research (Birkhäuser)
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Chemistry
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On the Road

Dragging the Customer Net

Column Editor: **Don Jaeger** (Alfred Jaeger, Inc.) <jaeger@ajaeger.com>



I am pleased to include another travel story. The names are being withheld to protect the innocent and also the authors have requested anonymity for obvious reasons. The episode is entitled "Dragging the Customer Net" and took place in New Orleans at an unspecified date.

The story you are about to hear is true. Only the names have been changed to protect the guilty. My name's Friday. I'm a vendor.

Saturday: 8 PM. I had just come off working the day watch in the ALA exhibits onto the steamy streets of New Orleans. My assignment: take best client to supper.

Dom-da-domm-domm.

I consulted **Zagat's** guide and located a Cajun restaurant. It made sense. It was New Orleans. I hailed a cab which took us for a ride down Canal Street — a \$20 ride. The hack overshot the restaurant by several blocks. There are no U-turns on Canal Street.

Dom-da-domm-domm.

To double back, he'd have to go eighteen blocks and charge me another twenty. I told him to pull over. We got out, paid the cabbie off and started walking back. The cab made a squealing U-turn at the first light. "Hey," I said, as he disappeared down the other side of the six-lane highway. He didn't hear me. We kept walking and reached Zydeco's Cajun Crawfish House. The lights were off. It was **CLOSED**.

Dom-da-domm-domm.

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I opened **Zagat's** guide to ask it some routine questions. It shouldn't mind answering them if it had nothing to hide. Facts were all I wanted. The final line of the entry for the restaurant was: "call ahead of time because hours are irregular."

Dom-da-domm-domm.

9:30 p.m.: We were hungry. We were tired. And we were now in the middle of nowhere with no cars in sight and a long way from home. Then I spied a telephone. It was two blocks down from the restaurant, an open booth, on the side of the road. We got there. We used 25, then 50, then 75 cents. The machine ate all our change. I concluded the phone was out of order. By this time, we had attracted the attention of street people. They, too, were lost, but it didn't bother them. One wanted five dollars for wine. He said he'd share it.

I spied a bus. It was idling all the way across the six lanes of street and the broad median that make Canal one of the broadest streets in the world. Pointing it out to my client, I began to jog across the street, hoping to catch it before it took off. The driver put it in gear. We began to sprint. Luck was with us. Gasping and winded, we ascended the bus. Now our assignment was easy ...

... find out where we were.

The only place in the city the bus driver and I knew in common was the French Quarter. The driver wasn't helpful. He told me: "If you go out at night ...

... know your way around."

Dom-da-domm-domm.

A woman on the bus said she could recognize the French Quarter. All the tourists seemed to like it there. It was my big moment. I said, "Just the facts, ma'am." That set her straight. She said she'd tell us ...

... where to get off.

Dom-da-dom-dom.

Checking **Zagat's**, I said we'd go to **Gallatois** for supper. It was expensive, but perhaps I could retrieve the evening. There was a line outside, but not overly long. A sign said: "no blue jeans allowed." I ignored it. Everybody wore blue jeans these days.

Dom-da-dom-dom.

10:45 p.m.: lines move slowly when you're on stake-out. Finally, we reached the prime position. The *maitre d'* didn't share America's opinion of blue jeans. He pointed to the sign.

Dom-da-domm-domm.

I checked the facts again in **Zagat's**. The final bit of the entry was: "Dress code."

Dom-da-dom-dom.

My evening was not going well.

11:15 p.m.: another cab ride later, we settled into a bar with beer and fried oysters on a hero roll. The bar was both open and it overlooked blue jeans. A neon sign blinked a lurid red in our faces. The message was clear.

*I am sure there are other humorous stories out there concerning the travels of both librarians and vendors. I heard some of them this summer at the ALA and MLA meetings, and invite those people to share those stories with us. Kindly submit it to my fax or e-mail address and I'll be pleased to include it in the next issue of **Against the Grain**.*

Of course, any company names or individual names would remain anonymous at the request of the authors. We look forward to receiving more creative stories for future issues. See you in Charleston!

And They Were There from page 64

A total of twenty workshops offered a wide range of options for conference participants. The workshops are very popular and most are excellent. Some of the topics included were trading back issues on the Internet, optimizing serials access in the online catalog, change and the impact on serials staff, using the RFP process to select a serials vendor, transformation in the library bindery through increased preservation awareness, and many other outstanding choices.

The conference was memorable. Many new contacts were made and old ones renewed. The Duke University campus was lovely, resplendent with the scent of magnolias in full bloom. One of the social mixers featured a barbecue which was held in the basketball stadium at Duke with banners hanging from the rafters of the Duke players who won the 1992 NCAA finals. The next (Eleventh Annual) NASIG Conference will be held at the University of New Mexico, in Albuquerque, from June 20-23, 1996. The theme will be "Pioneering New Serials Frontiers: From Petroglyphs to Cyberserials." The authors recommend it to everyone who works with serials or just wants to know more about them!

Innovative User Group — Third Annual Conference

Report by **Illene Renfro**
(Serials Cataloging, U. of New Mexico)

The Third Annual Innovative Users Group Conference (I.I.I.) was held in Oakland California's beautiful Claremont Resort, April 22-25, 1995. The Conference was large with at least 500 people attending. Those who were involved in the scheduling and organization are to be commended for a job well done.

There were a variety of sessions and activities that were repeated over several days allowing almost everyone a chance to go to the session of their choice. Some of these covered — Authority Control, Law Libraries & Innopac, Databases and Innopac, Networking on Innopac, Acquisition interphase, Circulation, Gateway & Z39.50, Creation of lists, Window Pac, Systems securities on Innopac, and other sessions for Public and Technical Services. Lunch time activities included "Birds of a Feather" mini-conferences in which users with similar concerns and experiences could gather to address these issues and exchange ideas.

The preconference started on Saturday, Apr. 25th, and was designed for new Innopac users. The program on Sunday began at 9 a.m. with a general introduction from **Linda Bills** which included "innovative" songs and kazooos. **Jerry Kline**, president of Innovative gave the opening presentation with a

humorous overview of Innovative history from the very beginning to the present day with great emphasis on their continued commitment to improved communication between I.I.I. and the client. After the opening presentation the various "Birds of a Feather" gathered at lunch.

There were several sessions dealing with Cataloging and Serial issues. The first session dealt with Catalog Enhancement in Release 9, presented by I.I.I. employee **Amy Bowman**. The discussion was compensated by the well-prepared notebook, supplied by the Conference, and the written outline of the presentation. All things considered the session was informative. There would be a new MARCTYPE in the bibliographic record; "b" for US marc, "c" for Chinese, and "u" for European records. There is also the creation of 100 sets of defaults for every record type filed alphabetically by code so that now libraries can be specific about what fields will print on the monographic spine and pocket labels. The session was filled with many questions by users about their localized problems and these questions were addressed one at a time to give validity to I.I.I.'s commitment to improved communication.

The second session was the Acquisition/Serials session with I.I.I. speaker **Deborah Lazio**. Because of many questions from the audience, Ms. Lazio was able to get through the Acquisitions half of the session, but the Serials part was left to what was outlined in the notebooks.

In the end the overall impression was that these sessions were designed to quickly list the basic Release 9 enhancements and promote extra software packages that could be purchased through Innovative.

After the final sessions on Sunday, the participants were invited to a dinner party provided by Innovative and a tour of their new facility in Emeryville, not far from Berkeley. The new offices were large with room to expand. We met with various Innovative employees and were able to connect the voice on the phone line with a face.

Monday morning the first session was OPAC Release 9, presented by **Hilary Newman** of I.I.I. The session was well organized. We covered almost all of the material presented in our notebooks. New search techniques (variations of the same word or author) were discussed. Limits will be greatly expanded with browse screens that will indicate where you are within the browse which will come in handy during a complicated search with numerous hits. In addition, notes will have a larger variable length which can display to the patron and item call numbers that build vertically instead of horizontally to help patron access. Once more the emphasis of the session was toward the added software packages that were being developed by I.I.I. for easier access to the Internet. Newman encouraged the par-

continued on page 96

Profiles Encouraged:

Heather Miller



Family: One husband (**Norton G. Miller** a botanist with the New York State Education Dept.), one son (**Andrew**, age almost 16, high school junior), one oafish German Shepherd,

one delightful calico cat (**Jasmine**) [the dog's name is **Fricka**] and two sheep (**Daisy** and **Baby**) who produce beautiful fleece while they mow the lawn and cut brush.

First Job: Worked in a college library and I've been working in libraries ever since.

Fondest Memory: Brief moments experiencing what the planet might have been like prior to human occupation: on the top of Mt. Albert, Quebec; Mt. Washington, NH; in the outer banks of North Carolina; on the coast of Greenland.

Favorite Pastimes: (Most are hypothetical since I don't have TIME to actually pursue them: gardening, crafts of many sorts, painting, hiking, nature/outdoor activities.

Hobbies: see above. I guess number one has to be gardening.

Recent Books Read: *A Thousand Acres*, by **Jane Smiley**; *L is for Lawless*, by **Sue Grafton** (I've read *A - K* too); *The Man in the Ice*, by **Konrad Spindler**. I read all the **L. R. Wright** mysteries too. They feature a realistic, human librarian rather than a silly stereotype.

Pet Peeve: PEOPLE, ESPECIALLY THOSE WHO WORK FOR LIBRARIES OR VENDORS WHO CANNOT SPELL SUPERSEDE!!!

Had I But World Enough And Time: Would like to visit, document and write about places on this planet that people haven't yet destroyed.

What I'd Like To Be Doing ... years from now: I don't know about five years, but sometime in the future, I'd like to be doing more creative things — writing and quilting, for example.

Biggest Surprise: Motherhood

You Gotta Go to School for That?



Library Uniforms and the Fashion Police

by Jerry Seay (College of Charleston) (seayt@cofc.edu)

It was one of those mornings when one really wonders why the day has to start so early anyway. I had emerged from the bed chamber, showered, and dressed myself in proper librarian attire. At least I thought I had dressed in proper librarian attire. My beloved wife encountered me in the hall as I started to leave for work and quickly dispelled any such illusions.

I belong to that fashion school that believes if everything is the same color, or at least somewhat close anyway, it matches. Fortunately for me, my Beloved is a card-carrying member of the South Carolina Chapter of the International Fashion Police (SCCIPF local 29445). This gives her the unique ability and power to discern immediately all fashion do's and don'ts and what matches or not. This comes in handy when I need to know if the fashion statement I am trying to make is acceptable. She has saved me on countless occasions when I very nearly caused a fashion scandal by doing such things as wearing tennis shoes with dress slacks (oh no!), or mixing my greens with my reds (aarrg!), or even putting that very special silk tie with the wrong t-shirt (disaster!).

On this particular morning I had dressed smartly in khaki pants and what I perceived as a

matching yellow shirt. It gave me a kind of a gold-yellow glow. I liked this effect and told myself as much. This ensemble, I believed, properly demonstrated in the social hierarchical scheme my exalted position as an information professional and my ability to deliver, on demand, a vast plethora of material derived from cutting edge, technologically advanced sources. Thus imbued with this "gold-yellow glow" of information superiority, I set off for the halls of academia.

My Beloved saw me, however, beheld me with a quizzical look, and said simply, "Do you realize you look like a walking jar of mustard?"

Needless to say, having been compared to a mobile condiment, I immediately took stock of my attire. Though she had not completely disapproved of my fashion statement (such fashion crimes sometimes exact a heavy penalty), her characterization of me as a "walking jar of mustard" did give me pause. Possible ramifications raced through my brain. Did I really want to be known from that day on by such descriptions as "mustard man," or "librarian in yellow?" Would I soon be known campus-wide as "gold glow info Joe?"


The thought that I had come so close to

making such a drastic fashion faux pas and disgracing my profession shook me to the core. I began to wonder. (Not out loud though, because people would start to stare and point.) How could I avoid such fashion problems in the future? The answer came to me like a jolt from a runaway book truck — uniforms!

Now, most professionals cringe at the thought of wearing a uniform. Certainly, librarians, being the highly independent types that we are, would sooner lose our buns than our personal individuality by wearing a uniform and, thereby, censoring anyone's fashion statement.

But, just for the moment, think of, say, Star Trek. Think sleek, sexy, and well cut. Our uniforms would certainly not be boring. We are highly creative professionals. Our uniforms would be flashy and would reflect both our high degree of information professional status as well as our fashion prowess. Our uniforms would say, "we are sharp, we are knowledgeable, we are disciplined professionals with great tailors."

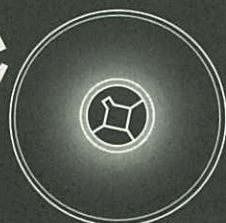
Our uniforms would be so effective that soon other professions like lawyers and computer programmers, taking their cue from the cutting edge field of the library world, would adopt uniforms unique to their professions. Of course members of the publishing profession, believing (incorrectly) that uniforms would interfere with their superior dancing skills, would at first drag their feet on this issue. But, eventually even they would respond. Soon private schools and the military would no longer have the uniform market cornered and professionals would be easily identified by their attire. No longer would one have to wonder, upon seeing a business-suited person, if that person was really a business person or just a librarian going on a job interview. Just think of the savings in misconceptions alone!

Obviously this idea deserves more thought and scrutiny than I alone can bring to bear. Much must be done. Indeed, an actual librarian uniform design must be considered, and I need help. I must refer you to the "walking jar of mustard" paragraph above if you need to be convinced of the danger of allowing me alone to design our uniform. I am therefore officially soliciting suggestions and designs for a really neat library uniform. This is an issue that simply must be addressed if we are to face our fashion problems head on. You may send your suggestions to me by snail mail in care of this fine publication or via e-mail at seayt@cofc.edu. I shall compile and analyze your thoughtful responses and report on them in an upcoming *ATG*. You do not have to be a librarian to respond though I can't imagine why you are not. All submissions will be criticized equally harshly by a guy who is NOT wearing mustard-colored clothes. Anyone have any Grey Poupon? 

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Drinking from the Firehose from page 84

system, it's darn difficult, and she ought to know, she's trying to install it now where she works.

Meanwhile, most of us are limping along on a hodge podge of machinery. For those people who love Macintosh, their choice may end up like the Beta-VHS competition. Beta supposedly was a superior product; it just didn't win. Even though DOS-based systems are not intuitive, they reign. And those of us in libraries (as well as other professions, I'm sure), have it even worse as we have to shift amongst many essential, though proprietary, systems. For example: at most libraries, typically staff must know how to use: an integrated library system, bibliographic utility, campus e-mail systems (where I work we currently have at least 3 to choose from), word processing, database management, and spreadsheet packages (several of each to choose from), and vendor based products (too many to count). Then of course there is the Internet and the WWW to deal with. AARGH!

Furthermore, our lives are complicated by VCR's and fax machines we don't know how to program, televisions and answering

machines and a variety of telephones, and a gazillion choices of kitchen appliances and household devices, weed whackers, lawn mowers, not to mention our cars and ATM banking machines. It's a wonder our heads don't explode with all this information at our fingertips.



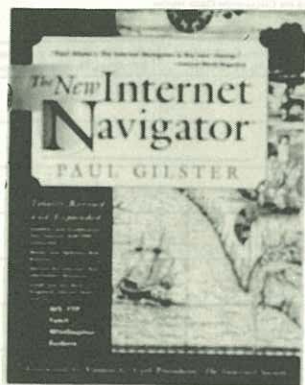
Yet if you look back in history, you'll find mankind has been through this before. We are evolving as we speak. As James Burke recently observed on an episode of "The Day the Universe Changed" on PBS, the human mind can only absorb so much, and we are going through a period where

people are getting slower and slower at regular reading. We are becoming more dependent on graphics and less on symbols. When the printing press was invented, people thought they could know everything because it could all be recorded in this new invention, the printed book. They were overwhelmed by that change in technology just as we are now with the Internet.

What will replace the Internet? I don't know, but I feel like the world is turning into a giant tele-everything! I was showing off the WWW to a friend who isn't Internet-connected the other day. He observed, "So why is everyone duplicating the same things?" Good question — maybe because no one has leapt ahead to the next stage of development. What we need is a world-wide catalog of catalogs. In a way, it's kind of like telephone books. There is no ONE telephone book; communities have their own. And people keep their own lists of frequently called numbers with addresses; kind of like bookmarking your favorite home pages.

One thing is for sure, at the rate change is happening, this column, whether it's me who writes it or someone else, should have plenty to comment upon for years to come! 🍷

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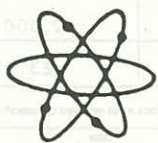
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And They Were There
from page 93

ticipants to discuss their questions at length after the session was over when they could adjourn to the demo room for hands-on problem-solving. Bravo!

After lunch the session was, Cataloging on Innopac, presented by **Gail Bonath** and **Cecilia Knight** of Grinnell University in Iowa and **Verna Wheeler** from California State University at Fullerton. These presenters were Technical Services people and Innopac users. It was a good presentation of their particular libraries' experiences cataloging online on Innopac. Each library had its own reasons for cataloging online. Both collections were small, with fixed orders, LC and member input copy was required, no originals or recon. Each Library had various aims; to reduce the cost of exports and searches, to reduce the number of OCLC terminals, to do a large volume of books with reduced staff. Interaction with Innovative was steady but slow and there was some frustration, but these problems also created more cooperation and communication between departments, especially between Acquisitions and Cataloging.

The last session was the "Care and Feeding of Reference Databases" presented by **Lydia Motyka**, (I.I.I.). The major emphasis was that each library be responsible for the capability, maintenance and storage capacity of their own database. Innovative has acted as a conduit between vendor and user in the past, but is trying to have less responsibility in that area and create more active communication between library and vendor. Most of the problems that users had were related to storage in their own database and the software packages purchased from a particular vendor. Innovative felt they should not be involved in these negotiations or problems but they were more than happy to help when it came to an interface between the two systems. The overall message was "know your system, monitor it and know your vendor."

After two and a half days of sessions the conference was a success as a means of drawing together Innopac users from all over the country in an effort to learn from each other and help Innovative be a better, more responsive company. There was a real desire to improve communication between Innovative and the user. I.I.I. was reminded in every session about the frustrations with slow response. The tour of Innovative offices provided a peek at the internal mechanics of the company and the faces behind the voices. Because the Innovative Group is expanding each year the Conference is also expanding. This is not the small intimate group it was 3 years ago. Perhaps, instead of one large conference, various sessions throughout the year concentrating on a certain theme so that instruction and promotion of software could both be accomplished should be considered.

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Marketing to Libraries from page 76

Readex began indexing the collection document by document, using suggestions from documents librarians resulting in a very successful index to UN Documents. Our UN Collection is now indexed on a monthly-updated CD-ROM, and the documents are all available on archival-quality fiche.

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Test Driving from page 48

To find a publisher's address or telephone number in **BIP PLUS**, you first go to the search screen and type pu = ("pu" for "publisher") followed by the name of the publisher, e.g., pu = Oryx Press. Second, hit Enter, which reveals 386 hits, meaning that Oryx has that many titles in **BIP** at this time. Third, hit the F10 key to display brief, one-line citations of the 386 titles. Fourth, select (or highlight) any title by pointing the cursor at it and hitting Enter. Fifth, hit F10 again, which displays the full bibliographic citation for the title selected and, for the first time, the F2 prompt, which appears at the bottom of the screen. Sixth, and finally, hit F2, the command to display directory information (mailing address, telephone, FAX, telex, etc.) about the publisher of the book selected. **BIP PLUS** would be improved if the user could go directly to publisher information from the initial search screen. NB: I have run into librarians and bookstore people using **BIP PLUS** who are either unaware that it contains directory information about publishers or don't know how to find it.

It is important to keep these niggling complaints about **BIP PLUS**'s interface in perspective. The purpose here is not to denigrate but to suggest ways in which **BIP PLUS** might become an even better reference source. Suffice it to say that **BIP PLUS** is a superior product. It exemplifies how CD-ROM technology can deliver enormous quantities of essential information in a convenient, comprehensive, practical, and cost effective manner. Clearly a winner, **BIP PLUS** is recommended to everyone — librarians, booksellers, publishers, vendors, writers, researchers, the literate public — who seeks current and accurate information about books published in English in the U.S. and, in some versions, abroad.

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their collections, what areas they will not focus on for the near future, and what they like and don't like about collections that are available from various sources.

VM: Are there areas where your company may part ways with the desires of librarians?

SS: Not really. However, when it becomes obvious that a requested information product will not be economically feasible to produce, we cannot afford to publish it.

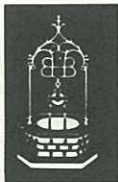
VM: What changes have you seen over the last few years in specific libraries, or in the library market as a whole? Can you identify some of the forces driving these developments?

SS: Access and technology seem to be two of the biggest issues impacting our company's change. Librarians recognize the value of the information we provide and our "value-added" features, such as the high level of integrity of our indexing. Because of this, we select the appropriate type of technology for delivering our products in a manner that will fit a library's budget. This is why many of our products are still produced in microfiche form, as opposed to expensive digital conversions which may be too costly for many library budgets. The bottom line for us is providing the information libraries need. We are dedicated to our customers; not just individual librarians, but users, and the library as a whole. This philosophy has been central to our relationship with libraries.

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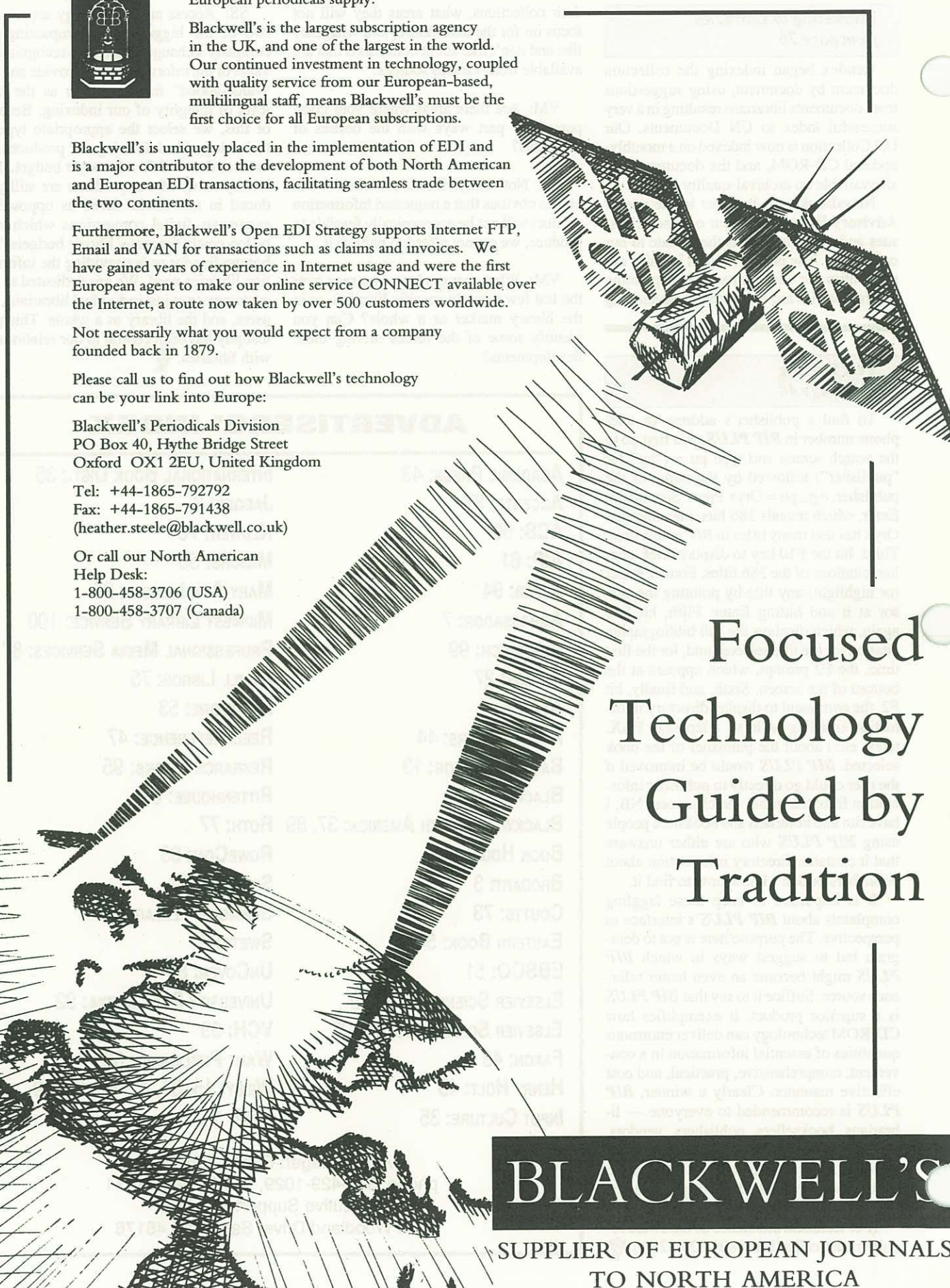
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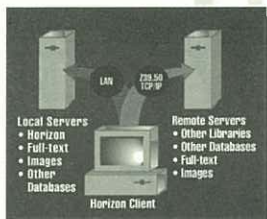
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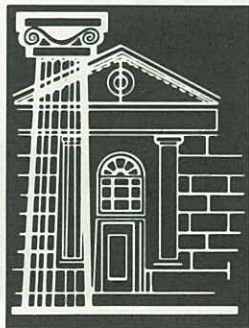
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By diligent research we are able to locate many book orders that would otherwise be lost due to publishers' bad reports, inadequate research, or database dead-ends. Our researchers take over the hunt for titles where computers leave off. We will not cancel an order until we determine that a book is truly unavailable.



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